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NEWSPAPER

Advertising Age

August 27, 1990

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Iraq ad assault? Shops cry hoax

By Elena Bowes

LONDON—Ad agencies here passed a "taste test" last week and are probably breathing a sigh of relief that they did.

The agencies all refused to take on a big account, allegedly to promote the Iraqi government.

MIDDLE EAST CRISIS

■ Iraq's invasion of Kuwait raises concern about Christmas buying and fast-food promotions. See Page 38.

Allegedly is right. Several shops suspected—correctly—the "substantial" account, offered by phone and fax to new-business directors at numerous agencies, was a hoax.

After unexpected publicity about the agency search appeared in the *Financial Times* and the local ad trade press, U.K. humor magazine *Punch* confessed Aug. 23 to being behind the scheme.

Two free-lance journalists working for *Punch* approached about a dozen agencies, including Saatchi & Saatchi Advertising, Young & Rubicam, J. Walter Thompson Co. and Collett Dickenson Pearce, asking them to create ads for U.K. newspapers giving Iraq's point of view on the Persian Gulf crisis.

The men, calling themselves Stephen Pearce and John Voland, claimed to be British businessmen recently back from Baghdad, where they ran the so-called Pearce Voland media consultancy.

"It was all a hoax," *Punch* Editor David Thomas said. "We wanted to see how far the agencies would go. We were testing their greed vs. their principles. And I have to say, for whatever reasons, within 24 hours they did all pass the test." He refused to disclose the actual names of the journalists.

Hoaxing is not uncommon in the British press. Every April 1, for instance, newspapers invent news stories, and readers try to guess which are real and which are fake.

Mr. Thomas said *Punch* planned to prolong the hoax by sending the agencies faxes this week, asking for comment on several creative ideas and saying, "We know you can't take us on, but we'd really respect your views."

FINANCIAL TIMES THURSDAY AUGUST 23 1990

S aim

Plan for Iraqi advertising in Britain

By Alice Rawsthorn and John Thornhill

A NUMBER of leading London advertising agencies have been approached by a British businessman who says he is preparing an advertising campaign for the Iraqi government.

Mr Stephen Pearce, who claims to be acting as an "intermediary for the Iraqi government ministry in Baghdad",

After articles appeared in the trade press and the *Financial Times* listing what had been given as the address of the consultancy's London office, TV crews and tabloid newspapers besieged the office, owned by a "friend of a friend" of Mr. Thomas.

"The problem was

(Cont'd on Page 38)

Saturn people star in first campaign

By Raymond Serafin and Patricia Strnad

General Motors Corp.'s Saturn subsidiary is planning to break in mid-September a pre-launch campaign that will profile employees, dealers and others connected with Saturn's operation.

This is the first clear sign of how GM is going to advertise its long-awaited "import fighter," which promises to be the biggest new-product launch of the year.

GM is expected to spend $100 million through Saturn's rollout period to the end of 1991, via Hal Riney & Partners, San Francisco.

The outbreak of hostilities in the Middle East and subsequent concerns about oil supplies have also drawn attention to Saturn as a new fuel-efficient small car.

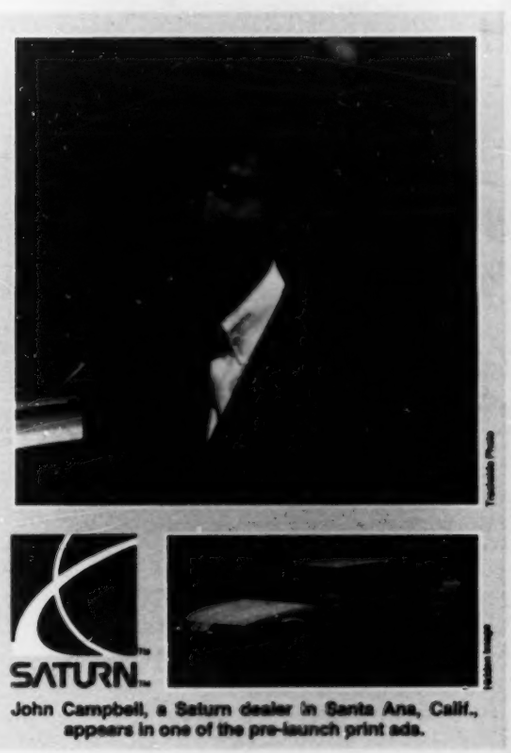
The testimonial-like advertising will run on TV and in print. Product-specific advertising will follow, say Saturn dealers familiar with aspects of ad launch plans.

Officials at GM's Saturn Corp. and Riney declined to discuss the campaign.

The TV effort is expected to include "character studies" of people who moved to Spring Hill, Tenn., to start up Saturn's manufacturing facility there, said one source who asked not to be identified. The stories are told not only from the employees' point of view but also that of their families and even a dog, the source said.

Saturn is expected to use the tagline, "A different kind of company. A different kind of

(Continued on Page 38)



John Campbell, a Saturn dealer in Santa Ana, Calif., appears in one of the pre-launch print ads.

P&G print buys to Saatchi

By Scott Donaton and Jon Lafayette

Procter & Gamble Co. consolidated its $110 million in magazine buying at Saatchi & Saatchi Advertising, New York, giving the package-goods giant added clout with publishers.

Saatchi, which already handled the bulk of magazine buying responsibilities for P&G, picked up an estimated $36 million in additional billings from Leo Burnett Co. and Tatham-Laird & Kudner, both Chicago.

Burnett was P&G's agency of record for teen, beauty and fashion magazines; Tatham-Laird had handled buying for men's magazines.

Before the switch, Saatchi had handled buying for general interest and women's service magazines, where P&G spends the biggest chunk of its money. Grey Advertising, New York, retains buying responsibilities for waiting-room media, such as Whittle Communications' *Special Reports*.

In a memo mailed to all its

(Continued on Page 37)

LAST MINUTE NEWS

Kellogg sues Iowa

DES MOINES, Iowa—Kellogg on Friday sued Iowa Attorney General Thomas J. Miller in a dispute over the power to regulate advertising. The U.S. District Court suit asked that Mr. Miller be restrained from acting against ads for Kellogg's Bran Flakes, Frosted Flakes and Special K cereals. Kellogg alleges any legal action by the attorney general would be unconstitutional and in violation of federal statutes governing interstate commerce, advertising and food labeling practices. Kellogg and eight attorneys general for two years have been discussing concerns about statements made in various ads for the cereals. "We have felt that their actions were groundless and politically motivated, and the result of a power struggle between the federal and state governments. We refuse to be the pawns in this," said Kellogg Senior VP-Corporate Affairs Joseph Stewart. Leo Burnett USA, Chicago, handles all three cereals. Mr. Miller's office said it will file a response within the next several weeks.

Rowntree goes with JWT

LONDON—Rowntree tapped J. Walter Thompson Co. for the confectioner's consolidated $63 million U.K. media planning and buying account. JWT gets planning now and takes over buying as of Jan. 1. JWT had shared the account with Ogilvy & Mather, SPCTD:Lintas and Roose & Partners.

Norelco sets $40M effort

STAMFORD, Conn.—Norelco today

(Continued on Page 2)

INSIDE

Non-traditional media are hard to measure but can be startlingly effective for ad pioneers; just ask Chris Whittle— Special Report starts after P. 24.

Lever Bros. talks green P. 3 • Du Pont signs Michael Chang P. 4 • Minnie Mouse's new line P. 36

NEWS SUMMARY

■ **Saturn Corp.** will start an image campaign featuring employees, dealers and others before the launch of its new car line in late October. 1

■ **Procter & Gamble** consolidated its magazine media buying account at Saatchi & Saatchi Advertising, pulling out of Leo Burnett Co. and Tatham-Laird & Kudner. 1

■ **British agencies** last week were asked to bid on an account to promote the Iraqi government. All refused, and the inquiries were later revealed to be a hoax perpetrated by the humor magazine *Punch*. 1

■ **McNeil Consumer Products Co.** will introduce three new Tylenol Cold remedies, and Warner-Lambert Co. will market Medi-flu flu relief medicine. 3

■ **Outdoor Advertising** Association of America members will relocate tobacco and alcohol ads, and place decals on boards near schools, places of worship and hospitals to indicate those are off limits to such ads. 3

■ **Magazine ad rates** may increase 6% to 9% year, publishing executives say, citing higher costs. 3

■ **J.C. Penney Co.** will start a $10 million ad campaign next month with the theme, "Fashion comes to life." 4

■ **Du Pont** has signed tennis star Michael Chang to a three-year deal as multibrand spokesman. 4

■ **Four large U.S. ad agencies** plan a consortium to buy media in Europe. 4

■ **Harley-Davidson** will open an apparel store in Kansas City, Mo., next month to sell MotorClothes biker-inspired fashions for men and women. 10

■ **Two Hispanic-language TV networks** will introduce children's programming blocks this fall. 25

■ **Magazine ad pages** were reported to be down 3.6% for the first seven months of the year. 26

■ **Procter & Gamble** is test-marketing Cinch, a combination glass and all-purpose spray cleaner. 34

■ **Coca-Cola's complaint** against Diet Pepsi ad claims was turned down by the National Advertising Division, one of 11 claims reviewed by the self-regulatory group. 34

■ **Pepsi-Cola** advertising took first place in the monthly adWatch consumer survey of best-recalled ads. 34

■ **Walt Disney Co.** and various licensees will spend an estimated $10 million to launch lines of Minnie 'n Me apparel, toys, accessories and other products. 36

■ **Network TV's** leading ad spender in the first half was Procter & Gamble with $273.7 million, up 39%, the Television Bureau of Advertising said. 36

■ **Yugo America** named Buckley/DeCerchio to handle its advertising, the first since the auto importer went into bankruptcy proceedings last year. 40

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Hoult out at RJR

Search for new marketing exec begins

By Judann Dagnoli

R.J. Reynolds Tobacco Co.'s top marketing official resigned abruptly last week, and the company began an outside search for a successor.

Exec VP-Marketing Peter Hoult, 46, declined comment Friday, but he had differences with RJR Chairman-CEO James Johnston, an agency source said.

A company source said the post apparently will be expanded to include sales responsibilities. Senior VP-Marketing David Iauco, 39, will temporarily succeed Mr. Hoult but is considered too young to take the post permanently, sources say. Before taking his current job in August 1989, Mr. Iauco was senior VP at RJR Tobacco Development Co. and worked on the failed Premier "smokeless cigarette."

Mr. Hoult is said to have had close ties with ousted RJR Chairman-President-CEO Edward Horrigan. Mr. Hoult was in the international division for all but two of his 17 years with Reynolds; while in the international division, he reported to Mr. Horrigan.

Analysts and competitors say the rift between Messrs. Hoult and Johnston may have erupted over trade loading. After his appointment last year, Mr. Johnston halted the longtime practice of sending excess cigarette shipments to wholesalers, thereby artificially inflating market share.

As a result, RJR's 1989 share of cigarette volume was 28.6%, down from 31.8% in 1988, while rival Philip Morris USA's share increased to 41.9% from 39.3%, reported Wheat, First Securities analyst John C. Maxwell Jr.

But another agency source said Mr. Hoult was dissatisfied because a promised top corporate slot never materialized.

"When [Mr. Hoult] came from the North American division [in 1988], he had the clear understanding he would be running something within two to five years," the source said. "But he saw the handwriting on the wall and knew it would be a longer haul then he thought. Hoult is not interested in the No. 2 position."

Under Mr. Hoult, RJR developed a number of highly targeted and innovative but controversial cigarette products such as a cigarette for black consumers called Uptown. Other products included Dakota, initially said to be aimed at young women, and a Canadian cigarette called Tempo, described by a competitive source as "for punk rockers."

Uptown was pulled last February before reaching its Philadelphia test market after protests by health officials and religious leaders. At the time, Mr. Hoult said RJR's "intentions in test-marketing Uptown have been misconstrued and misrepresented by the anti-smoking lobby."

An unofficial marketing plan for Dakota, disavowed by RJR, said the cigarette would target "virile females." The brand is now testing in Nashville, Tenn., and Houston as a cigarette for men and women. In a statement last February, Mr. Hoult defended Dakota as "an effort to regain market share lost over the past several years to our competitors."

In December 1988, he oversaw the testing of Vantage Excel 100s, a cigarette that emits less smoke. At the time, he said the product "should relieve some of the uneasiness smokers feel in situations where some people might find cigarette smoke offensive." The product is still in test.

British-born Mr. Hoult joined RJR in 1972 as international market research manager in Geneva and by 1987 had worked his way up to president-ceo of RJR Macdonald, the company's Canadian tobacco subsidiary. He joined the domestic unit in 1988. □

Jon Lafayette and Gary Levin contributed to this story.

GM to roll credit card

By Raymond Serafin and Kate Fitzgerald

General Motors Corp. is expected to launch a major credit card before yearend, but its timing couldn't be worse, credit card industry executives said.

GM will need to unveil a truly innovative card because it will be entering an already crowded field, said Steve Szekely, VP-credit cards for Payment Systems, a credit card consultancy.

"The big credit card banks like Citicorp, Chase Manhattan and Bank of America aren't going to roll over and play dead here," Mr. Szekely said.

"GM's potential competitors are on alert, thanks to AT&T's credit card launch," he said, "and now they're working to provide the best card enhancements and marketing programs possible to keep a firm grip on their share of the business."

AT&T Co. introduced its Universal card in March.

The card companies already plan to step up the number of enhancements they offer on their cards and will increase the tempo of their advertising before yearend, Mr. Szekely said.

GM is expected to spend heavily to advertise the card and has consulted with its agencies for a new account that could reach $50 million, GM agency sources say.

Major GM shops are Leo Burnett USA, Chicago; D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich.; Lintas:Campbell-Ewald, Warren; and McCann-Erickson Worldwide, Troy.

The automaker has been mulling a move into credit cards for at least several months (AA, April 2). The card is expected to be a revolving credit Visa and MasterCard offering special features and no initial fee, similar to AT&T's Universal.

"GM has listened to preliminary presentations from [its] four key agencies," said Joseph Frohlinger, editor of *Frohlinger's Marketing Strategist*.

GM agencies contacted last week denied making presentations, but some said they've prepared background information that could be used in a pitch.

The move by GM into credit cards still could be profitable, some credit industry experts say.

"It's a perfectly natural fit for GM, which is already one of the biggest consumer lending institutions in the U.S. through its auto financing operations," Mr. Szekely said.

Sources in the credit card industry say GM currently is looking for a credit card executive to head the operation.

Agency and other sources say Philip Guarascio, GM's executive director of marketing programs and advertising, is helping develop the credit card program. He wasn't available for comment. □

John McManus contributed to this story.

Yellow Pages may fight tax

By Steven W. Colford

The Yellow Pages Publishers Association is considering a legal challenge to a 7% sales tax imposed in New Jersey on advertising in telephone and other consumer and business directories.

The association believes the tax, part of a $2.8 billion revenue package that New Jersey Gov. James Florio maneuvered into place earlier this year, unfairly singles out one medium for discriminatory tax treatment.

"In my personal opinion, we have no choice but to file suit," said Ed Blackman, exec VP at the association. "But that will be for our board to say. But our attorney believes it is an unconstitutional tax ... that discriminates against directories and small advertisers."

Mr. Blackman said the board would meet "soon" to discuss a plan of action.

The ad industry fears any such narrow tax could presage a broader tax on other media or all advertising, and the New Jersey action is being viewed as a harbinger of things to come. Industry officials anticipate a flurry of ad tax initiatives in financially troubled states next year.

The New Jersey tax will force directory sales people to ask advertisers that may have bought space as

(Continued on Page 8)

Brooke Hummer

Some tobacco- or alcohol-related ads have already been replaced.

Outdoor ads coming down

By Alison Fahey

Outdoor board companies will relocate more than 2,000 tobacco- or alcohol-related ads by mid-September, in compliance with newly adopted industry guidelines.

The action results from the Outdoor Advertising Association of America's new policy, announced in June, to encourage members to voluntarily ban tobacco- or alcohol-related ads on boards located within 500 feet of primary and secondary schools, established places of worship and hospitals.

The group also has asked members to place decals on those boards to signal that they're "off limits" to tobacco- or alcohol-related ads (AA, Aug. 20).

The 5-by-5-inch decal features a symbol of a child and will be posted on the pole or board structure but won't obscure the ad. They're primarily for industry use but will be visible to passers-by.

The relocation process has taken several months because companies first had to identify off-limit boards, notify the advertisers and then fill the void with other advertisers.

Some companies have also been waiting for long-term contracts with tobacco marketers to expire rather than pulling those ads.

Three of the leading outdoor

(Continued on Page 35)

Who's replacing outdoor ads

Outdoor advertising company	Est. number of boards in U.S.	Number of boards to carry decal	Number of tobacco/-alcohol-related boards that will be relocated
Patrick Media Group	41,000	4,200	1,000-plus
Gannett Outdoor	532,000	3,000	1,000-plus
Lamar Advertising	25,000	2,000	50-100

Source: Outdoor advertising companies

Tylenol expands with cold remedies

By Patricia Winters

Tylenol, the longtime leading brand in the analgesics market, is greatly expanding its presence in the growing cold remedy market with a new line of products.

Johnson & Johnson's McNeil Consumer Products Co. is introducing three new cold products under the Tylenol Cold name, targeting Nyquil, Alka-Seltzer Plus and TheraFlu.

TheraFlu, from Sandoz Pharmaceutical Corp., has virtually created a flu segment since its launch last year.

Warner-Lambert Co. also is going after that brand next month by nationally introducing Medi-Flu, a multisymptom flu reliever in liquid and caplet form. Warner-Lambert is the nation's leading producer of the flu vaccine.

Sources say McNeil will spend about $15 million to support the Tylenol Cold line, but it's unclear whether the products will be advertised together or separately.

Saatchi & Saatchi Advertising, New York, is handling.

New Tylenol Cold Nighttime, a cherry-flavor liquid, takes on Procter & Gamble Co.'s Nyquil, the perennial No. 1 with its 12% share of the $815 million cold remedy market. The new product replaces the liquid Tylenol Cold that's been on the market for several years.

To challenge Miles Inc.'s Alka-Seltzer Plus, McNeil is rolling out Tylenol Cold in an effervescent tablet. Alka-Seltzer Plus, the No. 2 seller, holds a 9% share of the cold remedy market.

McNeil will tackle TheraFlu, a lemon-flavor powder, with Tylenol Cold & Flu, also a lemon-flavor powder to be mixed with hot water.

Going up against Tylenol will be Warner-Lambert's new Medi-Flu.

All the products are now being shipped to stores, a McNeil spokesman said.

McNeil is widening the Tylenol presence in the cold remedy

(Continued on Page 36)

Magazine rates to rise

Likely postal increase spurs hikes of 6% to 9%

By Scott Donaton

Magazine publishers, faced with shrinking ad budgets on one side and rising production and distribution costs on the other, say they will press for sizable ad rate increases for next year.

Media buyers and magazine executives say they expect ad rates to rise 6% to 9%. Some expect increases of as much as 10% or 12%.

Such increases are likely to further dampen the ad page outlook for many publications. But publishers say the higher rates are needed, and they're prepared to lose pages.

"I think our increases will be in double digits, around 10%," said Thomas Ryder, president of American Express Publishing Corp., whose titles include *Travel & Leisure*. "Publishers have to think in those terms. They have to say we're willing to give up some pages to get our prices right."

"The bottom line is [advertiser] budgets are not going to keep pace with what magazines are asking in increases."

D. Claeys Bahrenburg, president of Hearst Magazines, cited a probable postal rate increase and said his titles will likely boost rates an average 10% to 12%.

Petersen Publishing Co., publisher of *'Teen* and a variety of men's titles, will raise rates an average 6.5%, said Peter Clancey, senior VP-national advertising director. Mr. Clancey said advertisers are being asked to pick up only part of the tab and that cover price and subscription rate hikes are also planned.

"We realize it's going to be a tough year and nobody likes rate increases, but I think publishers are showing reasonable restraint in passing those costs along to advertisers," he said. "We have to price to protect our bottom line."

Time Warner is considering hikes of 5% to 9% for its magazines, company executives say. It's not known yet whether ad rates at *Time* specifically will go

(Continued on Page 40)

Lever's Webb seizes green issues

David F. Webb, president-ceo of Lever Bros., recently announced the company will use 10 million pounds of recycled plastic annually in packaging liquid laundry products such as Wisk, Surf and Snuggle. The company plans to ask consumers to help by recycling plastic bottles.

Advertising Age Senior Reporter Laurie Freeman interviewed Mr. Webb, 60, about Lever's environmental programs and advertising's role.

ONE ON ONE

Advertising Age: *What's Lever's overall green strategy?*

Mr. Webb: The environment is probably the No. 1 priority in that we have to find some real and fast solutions. Every piece of our business activity is now geared to play a part in that.

AA: *How does Wisk Power Scoop, now in test markets, fit into Lever's environmental strategy?*

Mr. Webb: It is part of the total strategy because it's a concentrated detergent. And concentration of product is one of the means by which you can achieve a source reduction in both some of the chemical materials and in the packaging materials. . . .

When we planned Wisk Power Scoop, because obviously that's been in the pipeline for some time, that product had to get its grade points on the environment just as it had to in terms of performance and profit-earning capability. . . .

It is more concentrated than any other detergent [in the U.S.]; at the moment, small is beautiful.

AA: *Is Lever importing environmental technologies from overseas?*

Mr. Webb: Our whole product planning, product strategy, is conceived on a global basis. . . . The world of science knows no boundaries, so you use that science and that technology.

AA: *Was this strategy in place before the*

(Continued on Page 35)

Doug Goodman

Lever Bros.' David F. Webb says environmental solutions must be found quickly.

NEWSWATCH

■ **A Texas district court** jury in Houston delivered a $974,000 judgment against the *Houston Chronicle* in a breach of contract suit filed by a former distributor. Edward Scott Troy contended that from 1979 to 1983, the *Chronicle* forced him to pay for more papers than there were subscribers so circulation numbers could be inflated. Mr. Troy said he was terminated after complaining about not being reimbursed for the extra papers. Judge George Kelton hasn't entered a final judgment yet in the case. Similar suits by other former distributors are pending. *Chronicle* officials plan to appeal if the judge upholds the verdict.

■ **The American Association of Advertising Agencies** last week urged California TV and radio stations not to grant free commercial time under the fairness doctrine to Alcohol Tax Initiative, a group backing a state ballot proposal to raise alcohol taxes (AA, Aug. 13).

■ **I. Magnin & Co.** will close one of its three Chicago-area stores in February and is seeking offers on the leases for its two remaining area stores including a downtown and a suburban location. The R.H. Macy & Co. subsidiary operates 29 department stores, mainly in California, with one store each in Phoenix, Ariz.; Seattle; and White Flint, Md.

NEW CAMPAIGNS

■ **MTV: Music Television** next month breaks a cable TV and print campaign for its clothing and accessories, via Weiss, Whitten Creative, New York.

■ **Seiko Corp.** in November will break a spot TV commercial for Lorus watches, the first for the brand in the U.S. in four years. The 30-second spot combines animation and live action and is themed, "Take control with Lorus." The commercial, featuring three watches, will air through December in 10 markets. AC&R, New York, is the agency.

I want to wear my MTV.

■ **Hyatt Hotels Corp.** next month will introduce a new logo in advertising. Landor & Associates, San Francisco, created the logo; Hill, Holliday, Connors, Cosmopoulos, Boston, handles Hyatt's advertising.

■ **Arby's** next month breaks a spot TV campaign for its 99¢ roast beef sandwich sale. A 30-second TV spot shows a piggy bank hiding in a closet as its owner hunts for it with a hammer. The promotion begins at participating Arby's coops nationwide Sept. 1. W.B. Doner & Co., Baltimore, handles.

■ **Hardee's Food Systems** is running a 30-second TV spot in Baltimore themed "Happy trails lead to Hardee's" to promote the conversion of the 66 Roy Rogers restaurants to Hardee's in that market. Ogilvy & Mather, New York, agency for Hardee's national account and the Baltimore area regional account, created the spot.

Separately, Hardee's last week pulled a 30-second TV spot for Roy Rogers, airing in other East Coast markets, after the American School Food Service Association complained. The spot, created by former Roy Rogers agency Earle Palmer Brown Cos., Bethesda, Md., pokes fun at school cafeteria food. It aired in 1988 and was criticized by the association then, causing then-owner Marriott Corp. to pull it.

■ **Giorgio Beverly Hills** is running a print ad for Red Extraordinary Body Treatment Complex in September issues of fashion and women's magazines. Eisaman, Johns & Laws, Los Angeles, handles Giorgio's estimated $6 million account.

■ **Wendy's International** has revived a famous phrase in a campaign running in selected Florida markets. The 30-second TV spot features Senior Chairman R. David Thomas describing the ingredients of the Old Fashioned Double hamburger in test there. He calls the sandwich "the answer to the question, 'Where's the beef?' " Backer Spielvogel Bates, New York, created the spot.

PRODUCT NEWS

■ **Johnson & Johnson** is airing a $3 million network TV campaign promoting new Act For Kids Yum bubblegum-flavored mouthwash. The effort features a videogame with an animated mouthwash bottle shooting down plaque monsters. Cadwell Davis Partners, New York, created.

■ **Pepsi-Cola Co.** has added Charlotte, N.C., as a test market for Mountain Dew Sport isotonic drink testing in Eau Claire, Wis.; Minneapolis; Philadelphia; and San Diego. TV, radio and print starring athlete Bo Jackson support in all test markets via BBDO Worldwide, New York.

■ **VMG Enterprises** this month introduced Baby's Choice gender-specific disposable diapers in 12 western states and Canada. The diapers, priced less than those from Procter & Gamble Co. and Kimberly-Clark Corp., are supported with spot TV, radio and free standing inserts. Kobasic, Harris & Savage, Portland, Ore., handles the estimated $1 million effort.

■ **SmithKline Beecham Consumer Products** is testing in New England Aqua-Fresh Flex toothbrushes, an extension of its toothpaste line and its first entry into the category. Grey Advertising, New York, handles the TV and print campaign.

■ **General Foods USA** is changing the name of its Impromptu shelf-stable entrees to Kraft Microwave Entrees. The line is available in 10% of the U.S.; expansion and ad support aren't set. Grey Advertising, New York, handles.

■ **Mail Marketing Systems**, Savage, Md., in 1991 will expand its shared direct-mail program Mail-Net USA to Delaware, North Carolina, Pennsylvania and West Virginia. Now in Maryland and Virginia, Mail-Net mailings distribute ads to small and mid-sized markets. Advertisers include Firestone Tire & Rubber Co., Kentucky Fried Chicken Corp. and Pizza Hut franchise groups.

Harley Davidson revs up for retail

By Kate Fitzgerald

Harley-Davidson will open its first free standing apparel outlet next month, riding the growing trend of biker-inspired fashions.

The pilot store in Kansas City, Mo., is the motorcycle marketer's first foray into a retail shopping mall, where it will offer its own branded apparel for men and women under the name MotorClothes.

If successful, Harley plans to franchise stores nationwide next year.

"Harley apparel has been on a roll for two years, and it's growing like crazy. This is more than a fad," said Karen Davidson, general merchandise coordinator.

The company first introduced the MotorClothes line of leather and denim jackets, pants and accessories in its dealerships in 1988, and last year sold 3 million items, Harley said.

Harley Davidson suits the clothes horses among road hogs.

Sales growth for the apparel is now outpacing that for motorcycles at some dealerships, according to Harley, which reports 3 million MotorClothes items were sold last year.

The revival of Harley's motorcycle business in the past few years coincided with increased interest in motorcycling by non-riders and women. That in turn fueled the growth in the accessories division, Ms. Davidson said.

"People are picking up on the made-in-America spirit Harley offers," she said. "The popularity of the Harley brand seems to be tied to a theme of independence and individuality people are attracted to."

A new TV and print campaign for the MotorClothes line breaks next month via Bellwether Communications, Racine, Wis. The campaign includes ads in major magazines and TV commercials in markets served by major Harley dealers.

Carmichael Lynch, Minneapolis, handles advertising for Harley motorcycles. □

ACCOUNT ACTION

First Wachovia Corp., Winston-Salem, N.C., and Atlanta, to **BBDO Worldwide**, Atlanta, from Long, Haymes & Carr, Winston-Salem, and Henderson Advertising, Greenville, S.C., for its combined $10 million to $12 million account following the merger of First Atlanta Bank and First Wachovia. . . . **Tri-State Acura Dealers Network**, New York, to **Cox & Landey** from Pollaro Media Advertising & Production, Denison, Texas, for its $4 million to $6 million account, pending a compensation agreement. . . . **Wisconsin Department of Tourism**, Madison, kept **Frankenberry, Laughlin & Constable**, Milwaukee, for its $5 million account after a review. . . . **California Egg Commission**, Upland, to **Davis, Ball & Colombatto**, Los Angeles, from Asher/-Gould for its $4.5 million account. . . . **Hofstra University**, Hempstead, N.Y., to **EBW Advertising**, New York, from Deutsch for its estimated $3 million account. . . . **Tahiti Tourist Board**, Los Angeles, to **Vogel Communications Group** from Davis, Ball & Colombatto for its $2.5 million account. . . . **Radisson Hotels International**, Minneapolis, to **Robinson, Yesawich & Pepperdine**, Orlando, Fla., from Campbell-Mithun-Esty, Minneapolis, for its Radisson Resorts division. That and Radisson's Colony Hotels & Resorts (also at Robinson) bill $2 million total.

The small ad agency with big success in new products.

Do you want success in new products? Introduce yourself to the small agency that's been helping companies like yours introduce new products for many years.

We are small enough to be flexible, but we've got the experience and resources to help you develop a successful new product strategy that can take you from concept to consumer. Including creative people who've grown products from the ground up, and have the scars to prove it.

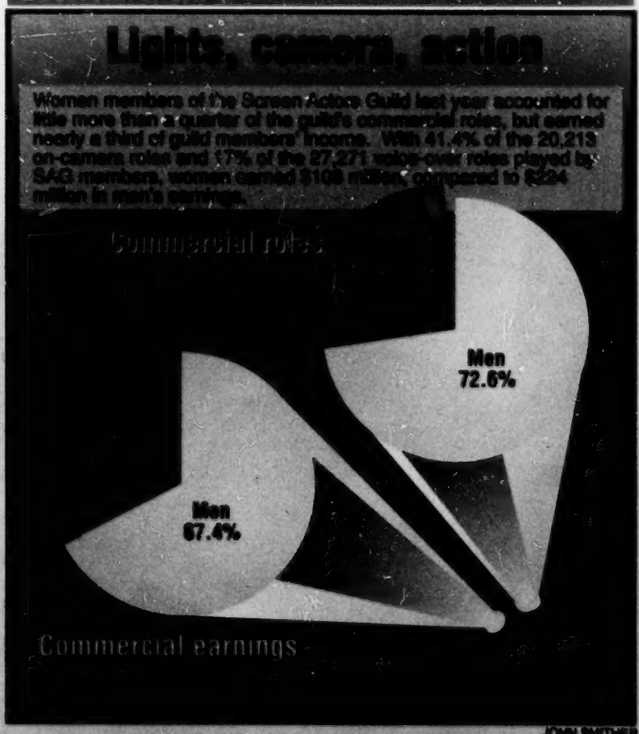
We can't promise you success in every product introduction you undertake. But we can promise you that we'll work closely with you to develop a product strategy, name, package design, concept test, TV and print ads and collateral materials.

Of course, we also specialize in established brands. Give us a call and see for yourself why we're such a small agency with such big success in new products.

DATAWATCH

Lights, camera, action

Women members of the Screen Actors Guild last year accounted for little more than a quarter of the guild's commercial roles, but earned nearly a third of guild members' income. With 41.4% of the 20,213 on-camera roles and 17% of the 27,271 voice-over roles played by SAG members, women earned $108 million compared to $224 million in men's earnings.



JOHN SMITHER

SPECIAL REPORT

Non-Traditional Media

Edited by Julie Steenhuysen

Whittling away S-2
Non-traditional advertising pioneer Chris Whittle rips "out-of-step" agencies.

Numbers, please S-4
Despite hunger for data, it's often a guess.

What's next? S-10
Execs muse over boundless ad venues.

Bagged and snagged S-12
Selling Smartfood is part fun, part theater.

Ted Carl

Bounty in most unusual places

Unexpected media hard to measure, often startlingly effective

By Scott Hume

Shave the modern way
Fine for the skin
Druggists have it
Burma-Shave

In the fall of 1925, Allan Odell put up a series of four 36-inch-wide signs bearing that jingle along a road leading out of Minneapolis to promote his brushless shaving cream.

His son later recalled advertising professionals said Mr. Odell's idea wouldn't work. But it did.

It helped sell Burma-Shave first in Minneapolis and then nationwide, as the distinctive ad signs sprouted along highways nearly everywhere.

It also helped change advertising.

The assumption behind the Burma-Shave ads was that people puttering along in their Model T Fords would pay as much attention—maybe more—to the road signs as they did to ads in newspapers, magazines and on the radio.

Despite the tremendous growth of those media in the past 65 years—and TV—the assumption behind the Burma-Shave signs still is held by advertisers: Consumers will look at and remember messages conveyed in unexpected environments.

In the past decade, as traditional media have become increasingly cluttered and expensive, the number of alternative or non-traditional ad media has exploded.

In 1989, the 100 largest advertisers spent $19.2 billion on traditional, measured media advertising. Another $14.9 billion was spent on unmeasured advertising.

The unmeasured category includes such "mainstream" vehicles as sales promotion, direct marketing and point of purchase. But it also includes a growing number of unexpected ad environments. Among them:

- A California company offers ad space on Arm Guard, a sleeve drivers can wear to protect their left arm from sunburn.
- Boudreau/Darque will put your ad in the bottom of golf cups with its Ad-in-the-hole.
- Another company, J'atoo, will reproduce corporate logos or ad themes as removable, waterproof tattoos.
- Perhaps the ultimate in unexpected ad environments, public restrooms offer unused space on walls or stall doors.

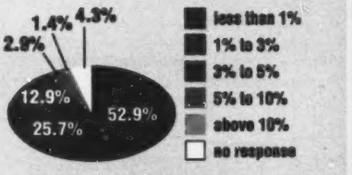
Not all the new ad opportunities are un-

(Continued on Page S-14)

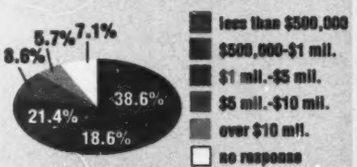
What the buyers say

Agency media buyers are often the final and hardest sell for non-traditional media vendors. *Advertising Age* polled 70 media executives at major U.S. agencies in July to find out their use of non-traditional media.

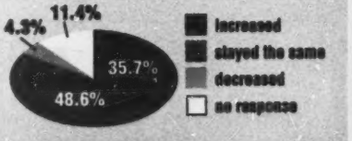
Non-traditional media placements accounted for what percentage of your agency's 1989 media placement total?



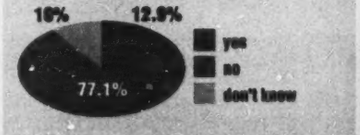
In 1989, approximately how much did your agency (office) place in non-traditional media?



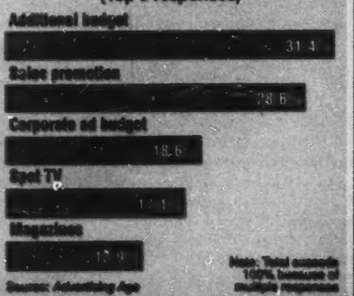
In the first six months of 1990, non-traditional media placements vs. the same period last year have:



Do any of your clients have a separate budget for non-traditional media?



Where does the budget for non-traditional media usually come from? (Top 5 responses)



Whittle rips 'out-of-step' shops

Non-traditional advertising pioneer looks beyond the home

Christopher Whittle is perhaps the man most responsible for the growing acceptance of non-traditional media.

ONE ON ONE

The 43-year-old chairman of Knoxville, Tenn.-based Whittle Communications rattled the publishing world in the mid-1980s by pioneering new forms of print media.

Now, with 40 various media properties and annual revenues of $230 million, Mr. Whittle is turning his attention to TV. His first foray into the medium was Channel One, the controversial TV network for high school classrooms launched in March. This fall, Whittle Communications will launch Special Reports Television, a TV-magazine project for doctors' waiting rooms that will replace the troubled Special Reports *magazines.*

In a recent interview with Advertising Age *reporter Scott Donaton, Mr. Whittle discusses the future of non-traditional media.*

Advertising Age: *Special Reports Television marks a shift in strategy for Whittle Communications from print to TV. Why the change?*

Mr. Whittle: Underneath everything we do is the concept of targeted, high-impact, proprietary media systems, and Special Reports Television is really just a move from a print execution of that to an electronic execution of that.

AA: *Why TV?*

Mr. Whittle: There is an audience preference toward it by a pretty significant measure. There's definitely an advertiser preference toward it. You look at spending and it's 6-1 electronic vs. print.

Does that mean print is dead? No.

We're still going to be in it and it'll grow, but it will be, as a percent of our company, less.

AA: Special Reports *magazines were criticized for, among other things, their audience-measurement techniques. How essential is audience measurement for attracting and keeping advertisers?*

Mr. Whittle: Any time you create really new media you have to create new measurement. You have to then try to find a consensus within the community as to the right measurement.

With *Special Reports* magazines, we never got that consensus. We are attempting on Special Reports Television to do that by basically going with the gold standard of the old system, which is Nielsen.

AA: *Your decision to bypass agency media directors and sell* Special Reports *directly to clients stirred a lot of controversy. Did that decision cost you any business during renewals?*

Mr. Whittle: It's been misreported frequently that that was a decision, so let me clarify that. We sell categories. We do not sell brands.

Agency assignments are made by brand, and it is very difficult for agencies to make category decisions because they don't, in many cases, control the whole category.

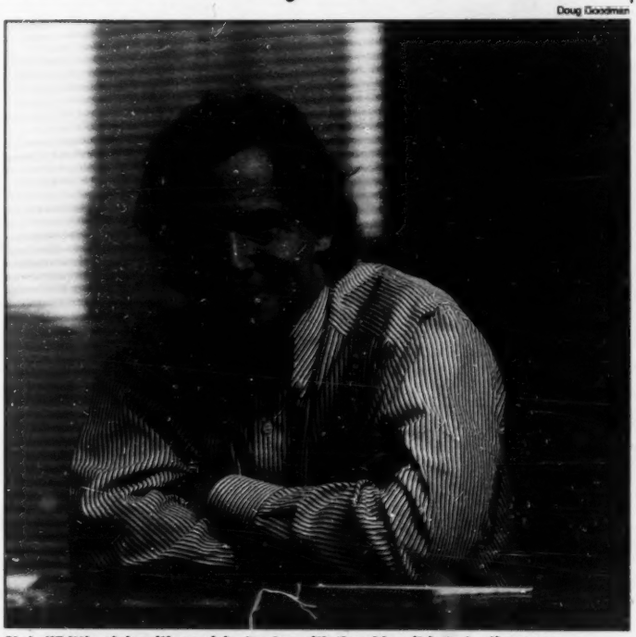
That means we have to have client interaction. We have tried to do a better job on Special Reports Television of engaging the agencies and I think we have.

AA: *Has the climate changed at ad agencies regarding new media?*

Mr. Whittle: I think there are big differences in agencies and I will group them into two broad categories.

There are agencies out there that have clearly recognized that the old conventional media systems are an aging fleet. . . . They are actively going out and seeking relationships with new media operations and trying to promote those to their clients.

Doug Goodman



Chris Whittle claims it's as risky to stay with the old as it is to try the new.

And there are agencies out there who still believe that alternative media is kind of marginal and that if there's any money left over, maybe they'll play around with it at 2% levels. I think they're out of step with the times and with many of their clients.

AA: *You're known for your ability to gain access to senior marketing executives at leading consumer product companies. What's your secret?*

Mr. Whittle: There's one reason that a lot of senior marketing executives won't see media people and that is, sometime long ago in their careers, they went, "I've already heard this story and I don't want to hear it again."

There's only one way to achieve access to senior executives and that's with new ideas.

AA: *Once you gain access, how do you convince people to take a chance on new media?*

Mr. Whittle: There used to be a feeling in American advertising that new was bad and that new meant untried, risky.

I think that is changing and that in fact people now think new is good.

What is the advertising you remember? It tends to be cutting edge. Similarly, why not put your advertising in cutting-edge activity? In fact, it's just as risky to stay with the old as it is to experiment with the new.

AA: *Has the debate over Channel One changed your approach?*

Mr. Whittle: No. We view criticism as a way to learn and we adapt on the basis of criticism. We're not going to get out of the business of pioneering because we occasionally stir up controversy.

AA: *Whittle Communications' focus is on place-based media vehicles. Why?*

Mr. Whittle: Home is not what home used to be. . . . Television in 1960 was unconventional media. It was much more advertiser-friendly.

Our view is home-based media has dramatically declined as an environment for sending advertising messages.

Place-based has other interesting advantages. [It] helps you target. If you walk into a gastroenterologist, I know something about you. I know that you have some kind of digestive problem. That's an important piece of data for some marketers.

AA: *A growing number of companies have jumped on the new-media bandwagon in recent years. Does that threaten to clutter what were once clutter-free environments?*

Mr. Whittle: If you wound up with tons of the same thing in one environment, yes. That's not going to happen. There's not going to be two sets hanging from the ceiling in a classroom. What it really means is that, in place-based media, it's a first-in-wins game.

AA: *How will new media fare in the '90s?*

Mr. Whittle: I'd say they will probably have triple to quadruple the growth rate of conventional systems.

I don't think there's any question that [TV] networks in the '90s will decline. You couldn't handcuff me into buying that stock.

AA: *What can other non-traditional media companies learn from your experience?*

Mr. Whittle: I can tell you some things I think new media companies traditionally do wrong. I think they underinvest in talent and that the level of personnel required to develop and execute these concepts is much higher than most people think.

I think our success is directly related to a rather significant investment in a large number of senior players. □

It's tough not to work by the numbers

Agencies grow frustrated by hard-to-quantify ad systems

By Gary Levin

While most ad agencies concede that non-traditional media are becoming more important, few are willing to devote full-time staff to them.

In an informal *Advertising Age* poll of 70 major U.S. agencies, 63% cite the growing importance of non-traditional media, but only 13% claim some form of "non-traditional media department," usually staffed by a handful of media professionals who spend part of their time on it.

Industry executives believe the reasons are twofold: Agency commissions on alternative media typically aren't big money makers, and many large non-traditional media companies, such as Whittle Communications, frequently deal with clients, not agencies.

As options expand and TV costs soar, however, agencies are being pressured to find more efficient and targeted approaches or risk having clients or media-service companies do it themselves.

Clients are "asking us to evaluate [new media options] and incorporate them into their plans," says Dawn Sibley, exec VP-media director at Ally & Gargano, New York. "But we're doing it, too, because basically we're trying to create a little more impact."

Some agencies have responded to increased client interest in new-media options by creating special departments to evaluate them. They believe such departments give them a competitive edge and help bolster new-business presentations.

Jordan, McGrath, Case & Taylor late last year created a media-department offshoot known as MediaSPARC (Media Strategic Planning Applications through Research & Creativity). The unit, staffed at least part-time by five employees, screens almost-daily calls from media companies with a new in-store program or wall medium or merchandising idea.

"Initially, we would work as a clearinghouse and [then] latch onto a planning group" for a particularly appropriate client, says Mickey Marks, associate media director, who heads MediaSPARC and supervises media planning for clients Welch's and Okidata.

Mr. Marks believes the unit's existence helps the agency quickly respond to available opportunities and says he can welcome a parade of salesmen who might get lost in other agencies' corridors.

"It's in our benefit to get a recommendation on our client's desk before our competitor gets a recommendation [for the same medium] on their client's desk," Mr. Marks says.

Saatchi & Saatchi Advertising late last year established a "television information and new media" department responsible for analyzing TV and alternative media.

"In an agency that's as large as this one, I think it's a helpful thing to have . . . a standardized place for evaluation," says Erica Gruen, VP-associate director of the department.

"That way, media planners feel someone is looking at the ideas all the time, that there's some comparison made and an estimate of the value of one [new-media vehi-

(Continued on Page S-4)

Gauging acceptance among agencies

How likely are you to recommend incorporating non-traditional media into a client's media mix?
no response 7.1%
very likely 16.8%
likely 55.7%
Please indicate your agency's most recent placement of non-traditional media:
no response 5.7%
within 36 mo. 4.3%
within 12 mo. 27.1%
Source: Advertising Age
Advertising Age graph: John Hall

Execs resort to 'gut feelings'

Despite hunger for data, ad recommendations often guesswork

By Alan Radding

Non-traditional media companies are scrambling to produce almost any numbers they can find —cash register receipts, ski lift tickets, rider counts—to prove audience exposure.

The result, at best, amounts to a good guess, says George Mahrlig, director of media services for Campbell Soup Co.

For some agencies, a good guess is all it takes. In an *Advertising Age* poll of 70 media directors, 37.1% say they're most likely to recommend a non-traditional media placement "if my gut feeling tells me it will work."

But most advertisers want more than a good guess—and that's where the trouble starts.

About 90% of the poll respondents say measurement and auditing of non-traditional media audiences are unsatisfactory. The same percentage of media directors surveyed also say the burden of improving audience measurement lies with media companies.

"Everybody wants data, but they can't expect the same data that they get from newspapers or magazines," says Robert Kinsey, a consultant at MAK Inc., sales rep for Tribune Co.'s Sports Plus Information Network, a videotex service displayed in 190 airport terminal bars in 25 markets.

MAK collects statistics on the number of patrons in these bars; Belden Associates conducts follow-up studies to determine message recall. Still, the real thrust of MAK's sales pitch is environment, not numbers.

"For beverage advertisers, at

(Continued on Page S-6)

MediaOne

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Does it work? In independent client research studies, MediaOne significantly increased sales of the items featured. No wonder chains representing over 8,000 supermarkets have agreed to install the MediaOne checkout displays.

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MEDIAONE
INCORPORATED
502 Park Ave. New York, NY 10022

Agencies

(Continued from Page S-2)

cle] regarding another."

Saatchi has helped put a commercial for General Mills' Cheerios onto a videocassette movie and involved Toyota Motor Sales USA's Lexus division as a public TV sponsor.

DDB Needham Worldwide, Chicago, in January named Wes Dubin, director of national broadcast, to monitor new nonprint vehicles.

"A lot of [alternative media evaluation] is third priority for everybody, so you never get to them," says Michael White, exec VP-media director. "We need somebody who can make it a priority."

Mr. White says keeping up with an ever-growing list of alternative media isn't easy. "It's somewhat difficult but absolutely mandatory."

Nevertheless, many media executives say a separate evaluation department is unnecessary.

"I send [a proposal] over to someone [in a media planning group] who I think has a specific client interest," says Richard Kostyra, exec VP-media services at J. Walter Thompson USA, New York. "They work with the research department in putting together the pros and cons."

A pitch from a college-market medium, for instance, might go to

(Continued on Page S-6)

Guesswork

(Continued from Page S-4)

least they know we have drinkers," Mr. Kinsey says.

So far, Mr. Kinsey has convinced Seagram Co. and Schenley Industries to test the fledgling network, launched in June. He argues his case to advertisers in terms of point-of-purchase displays in the bar rather than mass-media exposure.

Estimates using whatever is at hand, however, can only take a medium so far.

"It is very difficult to sell a new medium without some kind of audience information," says Helen Giles, VP-out-of-home media at Lintas:Campbell-Ewald, Warren, Mich.

Ultimately, agencies and advertisers want more reliable, consistent information that can be independently verified.

"We feel more comfortable when [the Traffic Audit Bureau for Media Measurement] or someone else is there," Mr. Mahrlig says. "It assures us of a reasonable level of accountability."

Following its merger earlier this year with the Out of Home Measurement Bureau, TAB has become the catch-all for non-traditional media auditing, organizing a separate division for just that purpose.

Since then, TAB has received about a dozen inquiries concerning audits for non-traditional media, with four being actively pursued, TAB President Ken Sammon reports. They include in-store companies Actmedia and Adgraphics, vendor of the Shoppers Video network; Coast United, a bench ad company; and SkiView USA.

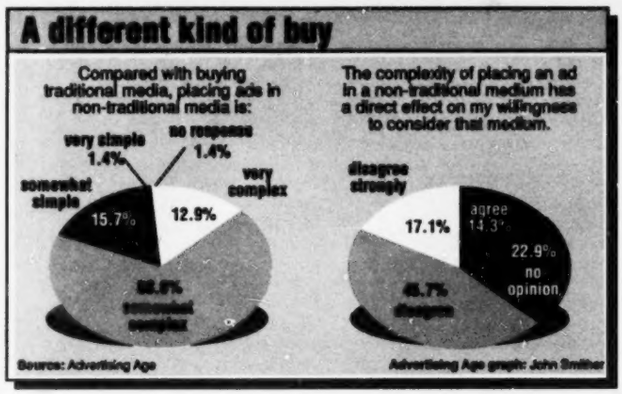
SkiView, which sells ads on ski lift towers at 190 ski resorts, gets recall numbers from Simmons Marketing Research Bureau. It decided to pursue a TAB audit at the urging of agencies and advertisers.

"I told them: 'Do yourself a favor; go to TAB and get a good third-party audit. That makes everybody feel that much more comfortable,' " recalls Robert Flood, senior VP-director of out-of-home media at D'Arcy Masius Benton & Bowles, St. Louis, and a member of TAB's Audit Development Council.

TAB is developing methodology to guide such audits. But arriving at methods acceptable to agencies and media alike is troublesome, says Helene Goldfine, senior VP-marketing at Transportation Displays Inc., which sells transit ads and several non-traditional media, such as ads on supermarket clocks.

Some media companies question the need for extensive research. "The advertiser knows where the product sells: He doesn't need demographics," Mr. Kinsey says. □

A different kind of buy


Compared with buying traditional media, placing ads in non-traditional media is:
very simple 1.4%
no response 1.4%
somewhat simple 15.7%
very complex 12.9%
The complexity of placing an ad in a non-traditional medium has a direct effect on my willingness to consider that medium.
disagree strongly 17.1%
agree 14.3%
22.9% no opinion
Source: Advertising Age
Advertising Age graph: John Smither

Agencies

(Continued from Page S-4)

the planning group for Nestle or Eastman Kodak Co. or Miller Brewing Co. With a proposal for a new grocery or drugstore medium, media planners for Kraft USA or Warner-Lambert Co. might get the call.

Mr. Kostyra believes agency economics—low commissions and general belt-tightening—make it difficult to justify a separate screening position.

Even if shops do have one, Mr. Kostyra says, "that person is really doing a very general analysis, and with so many [media], it's hard to get at them."

A separate department "doesn't make a great deal of practical sense," says Marcella Rosen, exec VP-managing director of media services at N W Ayer. "I wouldn't put people on staff in this day of trimmer agencies just to evaluate [non-traditional media options]."

Ms. Rosen and top media executives in each of Ayer's offices regularly evaluate and pass along new media ideas that seem most relevant to specific clients.

Instead of being a benefit, Ms. Rosen sees a separate unit as a potential harm because it "absolves everyone else of dealing with . . . new ideas. I don't want that to happen. Everybody is supposed to be alert." □

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For grocery stores, 'keep it simple'

High-tech systems still bombarding retailers

By Alison Fahey

Non-traditional media vendors' battle for a presence in the grocery store rivals food marketers' fight for shelf facings.

Getting in the retailer's door is "a hard sell," says Bob Polansky, president-ceo of In-Store Advertising, which places electronic signs over supermarket aisles. "It's a conservative industry and [retailers are] reluctant to try new things."

Not only was the process "like shoveling sand against the tide," says another media executive, but retailers demanded a lot before they would consider adding his medium to the mix. "Since we obviously couldn't move ahead without them, we ended up giving them a little more than we had originally intended to," he says.

Contracts between retailers and media companies generally run for three to five years and grant the media company category exclusivity, sparking a race among media companies to be the first in the door at grocery chains.

"The first guy there [with a specific media system] gets all the marbles," Mr. Polansky says.

But as more media companies enter the fray, retailers worry in-store media clutter will scare off loyal patrons.

"There is always a concern that you don't try to put too much advertising in the store," says Ann Maddox, a spokeswoman for Kroger Co. supermarkets. "Everything's taken into consideration, you weigh everything on the table."

Kroger features several different media in its stores in different regions, including Heritage Media Corp.'s POP Radio, In-Store Advertising's electronic signs and Catalina Marketing Corp.'s electronic couponing programs at checkout.

"As more new businesses come around, the retailers are starting to say when [enough] is enough," says Wayne LoCurto, president-ceo of Actmedia, the leading in-store marketing company.

"[Retailers] are definitely concerned about ad clutter," says George Off, exec VP and founder of Catalina.

> "The first guy into the grocery store with a specific media system gets all the marbles."

The simpler the program, he says, the better a vendor's shot at getting the retailer to participate. "If there's work in it for the retailer, they will take a hard look at it."

But retailers aren't without incentives. Typically they receive a guaranteed percentage—sometimes as much as 25%—of ad revenue generated by the medium, or a flat monthly fee, whichever is larger.

For large retail chains such as Kroger, which operates 1,234 supermarkets in 24 states, that could result in some $1 million in added revenues, industry executives say. This revenue-generating potential doesn't go unnoticed in an industry that operates on a tight profit margin.

"The money was definitely a consideration," says a spokesman for a medium-size supermarket chain. "It was tempting, but if we get complaints from consumers, we'd pull the plug on it," he says, referring to a video-based medium currently testing in some of its stores.

But once in-store programs succeed, retailers get hooked on the added revenue, media executives say.

"I know that ad revenue from our system is in [some of our retailers'] budgets for the next several years," says a media executive who asked not to be identified. "They're counting on [the money]."

Another draw is free space or time on in-store media for retailers to promote house brands, chainwide promotions or events. In-Store Advertising gives its retail partners as much as 20% of airtime on electronic signs each month.

Retailers also can have a voice in a medium's final application or form. For instance, In-Store Advertising redesigned its signs to conform to one retailer's specifications.

"We found that no matter how much money we offered the retailers, if the product didn't fit the store decor, they wouldn't take it," Mr. Polansky says.

New in-store media companies also must convince retailers they're in the business for the long haul.

"Retailers have seen so many media companies with innovative ideas end up in a graveyard because they couldn't execute the programs or didn't have enough [financial] backing," says one executive currently trying to sell retailers on his in-store medium. "They were nervous that we were a fly-by-night organization. It took quite some time to convince them otherwise."

But doing so is only the beginning, says one media executive.

"Convincing marketers and agencies [to buy ad space] is no piece of cake either." □

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Unlike a coupon, a TargetChek is *personalized.* Each TargetChek automatically comes back with a name and address, so you can analyze buying habits and start building a database.

Better yet, you can acquire household information by asking questions on the check. You'll learn who is buying, why they're buying, and what other products they're using.

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SPEAKING WITH AUTHORITY

What's next?

Execs muse over boundless ad possibilities

By Kathy Martin

With network TV audiences eroding and niche marketing all the rage, ad messages are popping up in the most unexpected places—from sidewalks and high-rise elevators to video screens at grocery checkouts and gas pumps. Not even urinals are exempt from advertising.

But are there any unexploited environments left? Advertising Age *asked agency media directors to pinpoint the next hot media prospects: Where can advertisers boldly go where no ads have gone before?*

Thinking expansively: The Gateway Arch in St. Louis, suggests Robert Flood, director of out-of-home media at D'Arcy Masius Benton & Bowles. It's a perfect spot for banner ads.

Casino slot machines in Las Vegas might also be an opportunity, he says.

"I suppose you could come up with three boxes of Tide or something."

He would also put ads on chairbacks of commuter trains, on stairway risers in transit stations and even on subway tokens.

"I guess advertising, as a rule of thumb, is probably legitimate or acceptable wherever there is commerce," Mr. Flood says.

"What better place to sell pet food than the vet's office or bodybuilding equipment than health clubs?

"It just makes sense."

Double duty: How about using government mailings to get the word out about new legislation and a special on McDonald's Big Macs at the same time, says Alan Johnson, director of media services at Mullen Advertising, Wenham, Mass.

"We spend millions giving our legislators the opportunity to mail stuff to us," he says. "Why shouldn't the government make a little of that money back for us and cut the budget deficit?"

He also suggests mini-ads on postage stamps, or maybe space shuttle sponsorships.

"The shuttle could be painted with the corporate logo, with the sponsor IDs on the astronauts' uniforms," he says.

Fore-get it: Some media directors believe non-traditional media have gone too far. "I guess I'm a

(Continued on Page S-12)

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PEOPLE TO WATCH

Former agency executive Clark Kokich was just looking for a more entrepreneurial job.

But the new VP-marketing and advertising for Sight & Sound Entertainment, Seattle, may have gotten more than he bargained for.

Sight & Sound this fall will launch an in-store video ad vehicle in 700 Sears, Roebuck & Co. stores, marking the first time Sears has ever carried paid advertising inside its outlets.

The venture is full of uncertainties and challenges, including the fact that ad sales so far are painfully slow, Mr. Kokich says.

"We'll go on the air with about one-third of our inventory sold, but we estimate by the end of the year, 60% of our available space will be sold," he says.

Most recently director of client services at Borders, Perrin & Norrander, Seattle, 38-year-old Mr. Kokich took the job at Sight & Sound in May after 12 years in the agency business, which included nine years in various account management and new-business posts at Cole & Weber.

"There are only limited opportunities to break ground at agencies, and I wanted to try something different, something that was highly creative and challenging," he says.

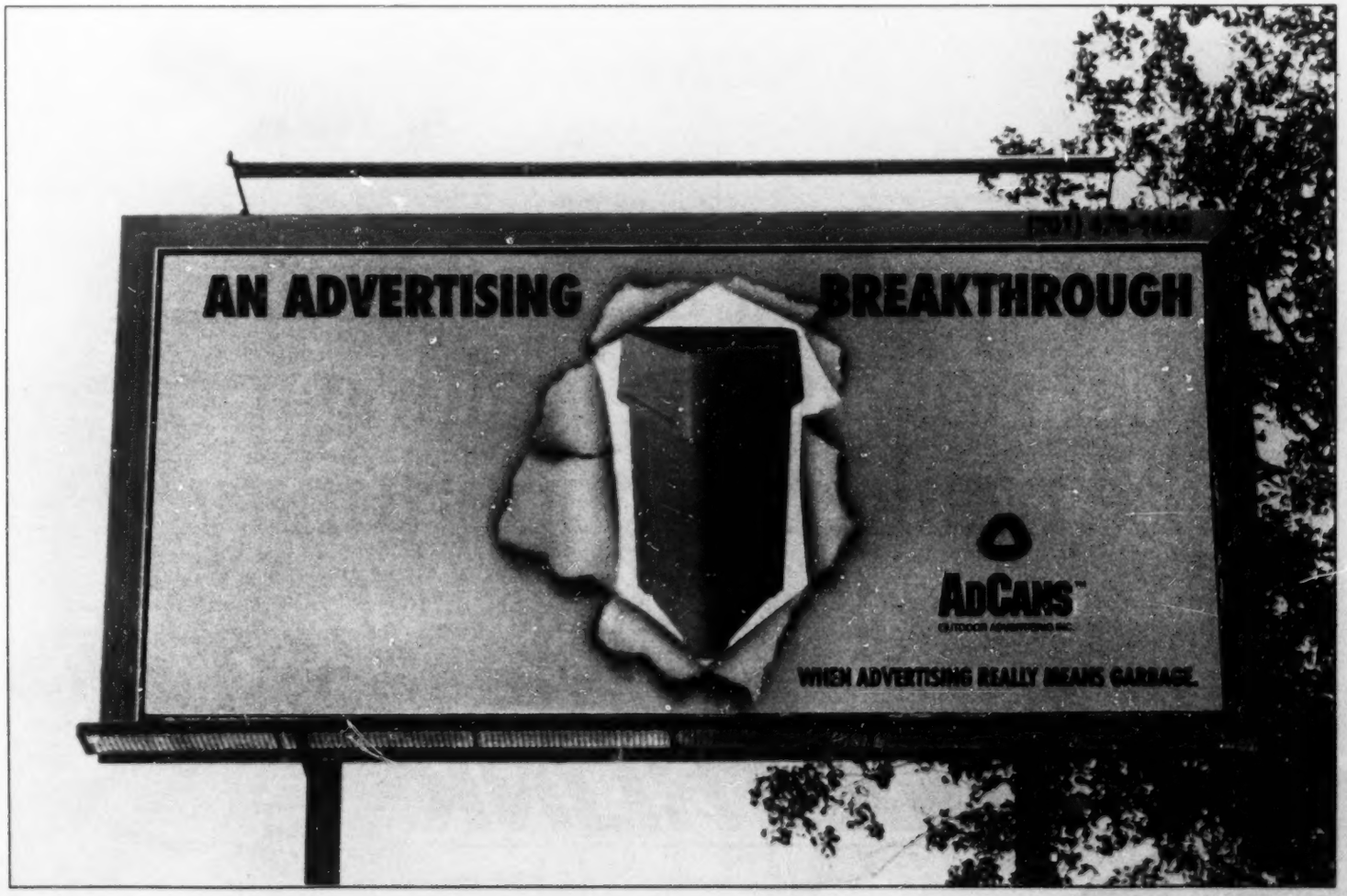
"You don't just make a phone call and explain the deal. It's a lot of back and forth and a lot of negotiation until the client feels sure of what they're doing. It takes patience," he says.

Clark Kokich

But that's something Mr. Kokich has in limited supply.

"I'm sure this program will take off, but I'm impatient to see it happen," he says. □

—Kate Fitzgerald



OUT OF LEFT FIELD

Tagged, bagged and snagged

Selling Smartfood is part fun, part theater

By William Spain

Guerrilla marketing? Seems more like Magilla Gorilla marketing, I sneered when first I heard of Smartfoods' theatrical approach to moving product.

Of course, I had seen their delightfully demented print and transit ads, but I thought costumes and street revues might be going a bit overboard for what is, after all, just popcorn.

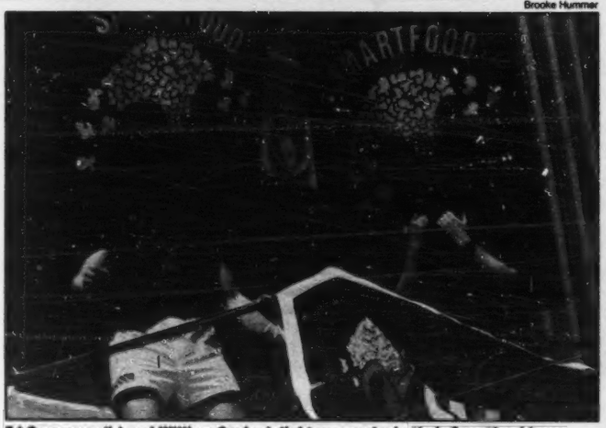
I mean, what kind of idiot would voluntarily don an oversize, black-and-yellow plastic popcorn bag and dance around on top of a truck in a late July inferno to help Frito-Lay hawk their newest snack acquisition?

My editors' kind of idiot.

Thus did I join a Smartfood Marketing Team (a.k a. SMUT) in a pre-noon assault on Chicago.

Ed Creamean, Chicago Smartfood field marketing manager and my temporary commander, boasted of the prowess of his squad, noting they had given away more cases of product—6,315 and counting—than any other. A somewhat bizarre measure of success, but for now that's the Smartfood way.

While we suited up in our bags outside Chicago's city hall, the two simple rules were explained:



Brooke Hummer

Ed Creamean (l.) and William Spain delight passersby in their Smartfood bags.

Each person gets only one bag, and don't stop traffic.

The latter is simple enough; the former is made more difficult by human nature. As one of the SMUTs explained, "It is a pretty messy snack. I have had people come up to me saying they hadn't had any, when the traces were still on their fingers and lips."

Indeed, many people "needed" extra bags for "my boss," or "my kids." One even wanted some for "my attorney."

At our next stop, Madison and LaSalle, in Chicago's financial district, I learned being a SMUT isn't all giving out free cheese popcorn. It also involves a lively public demonstration of one's devotion to the cause: the Smartfood dance. Mostly a free-form, up-and-down-and-side-to-side step, the Smartfood hop is guaranteed to attract attention.

I can't imagine it was an easy decision for Frito-Lay to let SMUTs loose on an unsuspecting public. The possibility for backfire, though relatively remote, does not jibe with a cautious corporate image.

But if the generally amused reaction of Chicagoans to their attention-grabbing antics is any gauge, Smartfoods' future here is in the bag. □

What's next?

(Continued from Page S-10)

little bit of a contrarian, but I think we need to give the consumer a break. Enough is enough," says Kim Kohler, director of media planning at Tracy-Locke, Dallas.

Mr. Kohler finds ads on golf tee markers particularly disturbing: "OK, you've got a captive environment there that's upscale where you can get your little billboards in, but give the guy a break. He's there to play golf."

A horse is a horse: Then there are those who say you can never have too much advertising.

"I don't think there's any saturation point in the selling environment," says Pete Riordan, out-of-home manager at BBDO Worldwide, New York. "It's one of the places where advertising is least resented, as long as the message is relevant."

Expanding on a Canadian venture in which cows were painted with product information and placed along highway fields, Mr. Riordan suggests targeting affluent consumers with a more upscale beast. "Why let your polo pony go to waste?" □

Kathy Martin is a free-lance writer based in Chicago.

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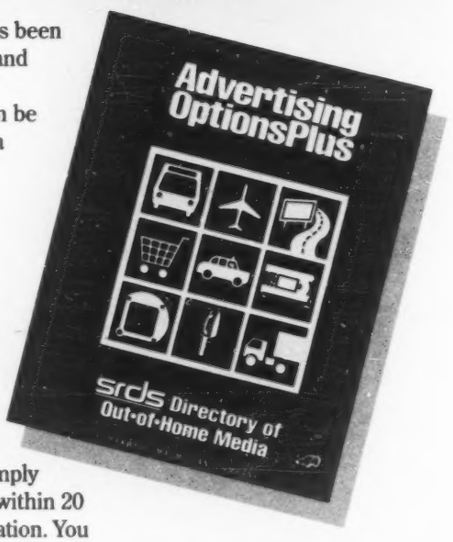

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FJAA-2

System grasps for advertiser fuel

By Julie Steenhuysen

Trivision—the company that's bringing TV monitors to Texaco gas pumps—has learned the hard way that it's easier to give away media than to sell it.

After a year of testing, Trivision has convinced only Nestle Foods Corp. and Universal Studios Florida to give the Messenger System a go.

But it was a long road getting there, says Exec VP Gio Tomasini.

Trivision's laser disc point-of-purchase system broadcasts standard 30-second TV commercials over two 20-inch color monitors mounted at each pump island. Audio is connected to a sensor that's triggered when a car enters the station.

Conceived in early 1989 by partners Mr. Tomasini, Exec VP Wesley Arnold and President Don Boyd and backed by an unnamed investor, Trivision's first hurdle was to convince Texaco's Star Enterprise subsidiary to go along for the ride.

A three-month test in Orlando, Fla., won over Texaco, which gets a percentage of ad revenues. But advertisers have been a bit slower in signing on.

Trivision solicited TV commercials from national advertisers selling products in the Texaco outlets. Advertisers including Frito-Lay's Doritos, Eastman Kodak Co.'s Kodacolor Gold film, Veryfine juices and Nestle's Butterfinger and Nestle Crunch candy bars gave Trivision spots to run on the system at no charge. Of those companies, only Nestle has bought ads on the system, which charges $60 a month per location.

Universal, which participated in another free test, signed a two-station, six-month contract in the Orlando market, says Matt Palmer, associate publicity representative.

Universal is "looking for a different ad vehicle for people who come here on vacation," he says. "It's an ideal way to target a captive audience."

Trivision, meanwhile, is continuing to conduct product movement tests and roll out the system. It expects to be in 400 Texaco locations by yearend.

So far, most people consider the system a novelty, Mr. Tomasini says.

But not all of Texaco's customers have appreciated being pitched while pumping gas, says Bob Walden, buyer/merchandiser for the Atlanta market.

Five of Mr. Walden's stations pulled out of the program.

"We wanted it down because of customer complaints," says Mr. Walden.

Mickey Marks, VP-associate media director at Nestle agency Jordan, McGrath, Case & Taylor, New York, says Trivision's system offers a natural synergy with products sold in the Texaco convenience stores. But Trivision may have some trouble expanding beyond those products.

"They're not really targeting anyone in particular," Mr. Marks says.

For Nestle, the buy makes sense because of Trivision's POP advantage, he says.

For Frito and Kodak, the verdict is out.

Frito-Lay ads have run for free on the system in Atlanta, Houston and Orlando, and the company is evaluating Trivision's numbers, it says. Kodak is "waiting for some feedback" from the test, says Mike Siegel, marketing communications coordinator-color film.

"I respect companies who are breaking a new medium and are taking the initiative to fund their own research," he says. □

Unexpected

(Continued from Page S-1)

expected. The non-traditional sector also includes the growing range of in-store media—such as overhead signage and the VideOcart screen on shopping carts—as well as advertising in movie theaters or high school gymnasiums.

But that explosion of opportunities also has created new problems for those companies selling non-traditional media and for agencies and advertisers evaluating the increasing options.

As with traditional media, the key words driving non-traditional media are environment, audience, cost and research.

"You do have to look for alternative ways to communicate a client's message. It's no secret that it's become more difficult to reach consumers," says Chris Vlahos, who has researched non-traditional media as media director at Lord, Sullivan & Yoder, Columbus, Ohio. "There certainly are a lot of new options. But you have to put yourself in the position of the consumer in evaluating them," he says.

"I think we've heard pitches for ads just about anywhere you can name," he says. "I think restroom ads are the ultimate in irritating. There should be *some* escape from advertising."

The alternative-media companies say they are aware of the potential for backlash against advertising perceived as intrusive. Many of the most successful new ad media have been developed in conjunction with new services.

Checagau Communications has created a vehicle it calls the GuidePoster. Targeted to upscale travelers and tourists, it is a detailed city map and a guide to high-end restaurants. The company has produced a GuidePoster for Chicago, sponsored by Sears, Roebuck & Co.'s Discover Card, is preparing a second, for San Francisco, and is contemplating creating similar city-specific products.

Because GuidePoster provides a service as well as ad space, "we've encountered very little hesitation by potential advertisers," says Checagau partner Robert Gifford.

Many top advertisers who have tested the waters in non-traditional media are impressed with formats available both here and overseas. Colgate-Palmolive Co. uses mobile cinema- trucks that go into villages and run short movies and commercial messages —with success internationally.

"That medium is very powerful," says Clay Timon, VP-worldwide advertising. "We're able to run four-minute, very educational commercials." Samples of Colgate products also are distributed through the trucks.

Many non-traditional media companies agree they must offer more than just additional ad space to avoid the "irritation factor" and to succeed.

"A key element is that our programs are perceived as beneficial," says David Rieff, director of marketing & operations at MarketSource, which offers ad-supported programs at colleges.

One is the Campus Source, a communications center that includes a monthly calendar of on-campus events, an LED message screen and a color, backlit ad.

"Campus Source is a communications medium that also is an ad medium," Mr. Rieff says.

The promise of communicating with an audience not easily reached through traditional media is the lure that has spurred the growth of non-traditional media. MarketSource estimates college students represent $33 billion in discretionary spending, yet have lower than average exposure to many traditional media. As a result, several companies offer ways to put ad messages in front of that audience.

To interest major advertisers, however, a non-traditional media company needs to have the right numbers. "You've got to have a sufficient number of locations to make it worthwhile," Mr. Rieff says, adding his program is on 1,600 campuses.

Liz Conn, associate media director at D'Arcy Masius Benton & Bowles, Chicago, contends it still takes audience numbers to attract her clients to a non-traditional medium.

"If there's no research at all to support an ad opportunity, it's at an immediate disadvantage," she says.

"But clients are open-minded about the opportunities. And for every bad idea out there, there's a good one." □

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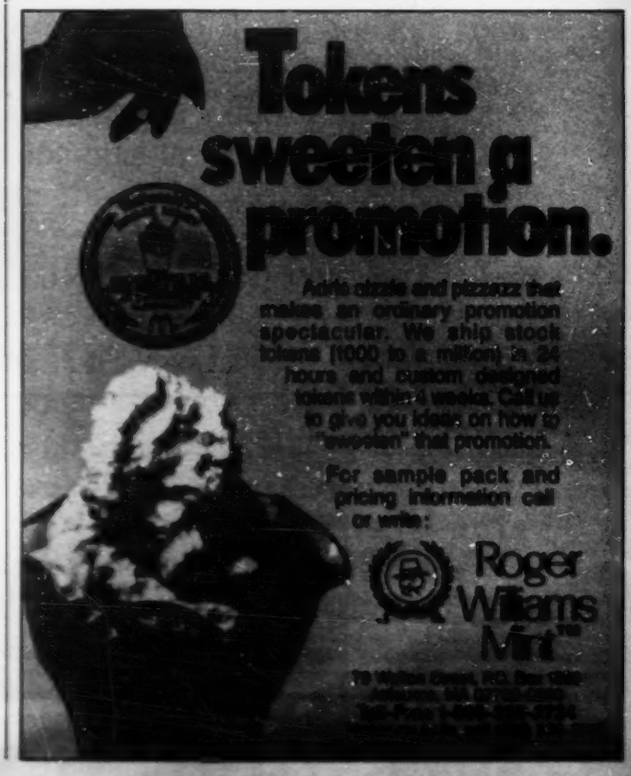

PERSPECTIVAS

Kids have their day

TV fare slated to fill Spanish-language void

By Christy Fisher

TV programming for Hispanic children, long-ignored by networks, is about to become more choice-driven.

With the exception of a few Spanish-language shows, these kids watch the same sort of English-language fare as other children. Their favorite cartoons are "Beetlejuice," "The Real Ghostbusters" and "Muppet Babies"; favorite prime-time viewing includes "Cosby" and "Full House."

In fact, only seven of the top 25 children's shows are on the Spanish-language networks, Strategy Research Corp. reports. Only "Univision Y Los Ninos"—blocks of second-run cartoons dubbed in Spanish—was created specifically for children.

But this fall, the Hispanic children's market will expand as both Univision Network and Telemundo Group plan to introduce children's programming blocks.

Univision, the leading Spanish-language network, has teamed up with DIC Enterprises, producer of "The Real Ghostbusters," to create "Pepe Plata" and "PlataVision," the first originally produced program for U.S. Hispanic children. Separately, Telemundo, the No. 2 Spanish-language network plans to introduce a weekend block of imported animated programming but has not yet revealed the specific shows.

Univision and DIC's effort is most ambitious. "PlataVision" is a 90-minute, seven-day-a-week programming block that consists of two half-hour animated shows, "COPS" and "Adventures in Plata Hills," and the half-hour live-action comedy/adventure show "Pepe Plata."

Hispanic-American TV actor Simon Maldonado stars as a fictional hit recording star and world's richest teen-ager, Pepe Plata. That character also serves as the host for the entire "PlataVision" block.

"We think this is a breakthrough series," said Andy Heyward, DIC Enterprises president. "No one else is producing programming for Hispanic kids."

Univision expects its network advertising time to be sold out by the show's debut, said Jose Del Cueto, commercial manager for Univision Productions. To date, the program is 80% sold-out, he said. DIC Merchandising handles licensing for "Pepe Plata."

Univision is hoping the children's block brings new advertisers to the market and invigorates spending from existing advertisers.

Charter advertisers include General Mills' cereals; Procter & Gamble Co. for its Crest, Hawaiian Punch, Pringle's and Sunny Delight brands; and Mattel Inc.

Hispanic advertising agencies applaud the new show.

"We're excited about it," said Eva May, management supervisor with Noble & Asociados, which handles the P&G brands. "It represents a new target—one that we were not able to reach with traditional media before."

"It's a good quality program with a lead character that should be a strong draw for Hispanic kids," said Laura Marella, media director for General Mills' agency Casanova Pendrill Publicidad. □

Top shows with Hispanic kids

Spring 1990

	Program	Children Number (000)	Children Rating %
UNI	"Carrusel"	678	14
UNI	"Sabado Gigante"	638	13
ABC	"Beetlejuice"	482	10
ABC	"Real Ghostbusters"	476	10
CBS	"Muppet Babies"	465	10
ABC	"Bugs Bunny"	445	9
NBC	"Captain N"	431	9
NBC	"Smurfs"	428	9
CBS	"Pee Wee's Playhouse"	388	8
NBC	"Karate Kid"	375	8

Source: Strategy Research Corp.

Nielsen L.A. test finds viewers

By Christy Fisher

Preliminary results look promising from Nielsen Media Research's people-meter test measuring TV viewership among Hispanics in Los Angeles.

Hispanics on average watch more TV than non-Hispanics, said Ceril T. Shagrin, senior VP of Nielsen Media Research. Also, the Los Angeles pilot is recording a higher viewership of Spanish-language TV than was being recorded by existing methodology—a Hispanic breakout of the people meter totals for the market.

The data bode well for Spanish-language TV and Hispanic ad agencies, which have been struggling to build their share of advertising dollars.

The latest survey period from June 14 to July 11, which is the first to measure the entire 200 household sample, showed that Hispanics had a higher TV viewership than the market average in all dayparts. In prime time (Monday through Sunday from 8 p.m. to 11 p.m.), 61% of the TVs in Hispanic households were on, compared with a total market average of 54%.

Spanish-language TV stations also were netting higher TV viewership in the test than was being recorded with existing methodology. In prime time, 27.8% of all households were tuned into Hispanic stations, according to the people-meter test, compared with 22% found in the breakout sample for the total market.

When measuring all Hispanics watching TV, Spanish-language TV stations garnered a 51% market share from 9 p.m. to 11 p.m. in the test. This is much higher than the 40% recorded by the breakout sample.

If the test is successful, the Nielsen National Hispanic Television Service could be rolled out nationally in late 1991 or early 1992. □

Univision bounces back

NEW YORK—Univision Network, the No. 1 Spanish-language network, has regained ground lost to rival Telemundo Group.

Telemundo, which scored big in the November and February ratings sweeps, lost 2 share points to Univision in the recently released May ratings period, according to Strategy Research Corp.

Telemundo's 33% share of households viewing Spanish-language TV from Monday through Sunday, 9 a.m. to midnight, also fell a substantial 5 share points from the November 1989 sweep, but was still 1 share point higher than its February 1989 share.

"Telemundo's upward trend has flattened," said Laura Marella, media director for Casanova, Pendrill Publicidad.

Univision has nine of the top 10 shows and 19 of the top 25 shows, SRC reports. Univision's "Sabado Gigante" continues as the top-ranked show against all demographics except children, which rank the show second.

Telemundo, which has a shorter programming schedule than Univision, claims a 38% household share for the times it is on the air. This is flat from the February and November reporting periods but up several points from the reporting period a year ago, the network said.

The ratings numbers, in general, were positive for Spanish TV, Ms. Marella said, particularly when compared with the concurrent audience drop experienced by general-market TV. Spanish-language TV viewing rose from 13% to 48% in all dayparts. □

Five shops bond together

CHICAGO—Hispanic ad agencies are teaming up and branching out.

Five Hispanic shops have affiliated to form Agencias USA, a full service advertising partnership. The five shops—La Creative Boutique, Tarzana, Calif.; Hispanic Advertising & Marketing Services, New York; Montemayor y Asociados, San Antonio; Pantin Partnership, Miami; and Unimar, Chicago—each bring to the partnership a particular area of expertise. They include: promotions, direct mail, special events and creative, plus knowledge of their regional markets.

"We're not merging. We are just working together," said Unimar President Marta Miyares, who is coordinating the effort. Each shop remains independent; the consortium plans to tap each other's expertise for projects and work together as a team to pitch national accounts.

Hispanic shops, such as Publicidad Siboney and Font & Vaamonde, are looking at beefing up their regional capabilities to better serve national clients and to attract more regional business in this fragmented market. □

PRODUCT & ACCOUNT ACTIVITY

Boarding the bus: Greyhound Lines, Dallas, has named Martinez/Siboney as its national Hispanic creative ad agency. Bozell, Irving, Texas, continues to do general market advertising and all media buying.

Bank on a review: Bank One, Texas, is conducting an account review for a Hispanic agency, sources say. Finalists are: Hispano Southwest and Montemayor y Asociados, both San Antonio, Texas, and Martinez/Siboney, Dallas.

Campaigns breaking: Procter & Gamble's Hawaiian Punch is introducing "Punchy" to the U.S. Hispanic market via a 30-second TV spot. Noble & Asociados, Irvine, Calif., is the agency. . . . Domino's Pizza is starting humorous TV, radio and print advertising in California, Florida and the Southwest themed "It's time for Domino's Pizza" via GSD&M, Austin, Texas.

Big picture: Telemundo Group has signed a licensing pact with ITC Domestic Television to broadcast 84 motion pictures dubbed in Spanish, including such hits as "On Golden Pond."

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MEDIAWORKS

JULY AD RESULTS

Second half looks bad

By Scott Donaton

Any lingering hope of a second-half turnaround has been dashed by magazines' July performance.

Publishers Information Bureau reported that July ad pages for the nation's top consumer magazines fell 5.7% to 10,176.25 from last year, the second worst monthly drop in 1990. That, combined with a 3.3% drop in the first half, left ad pages down 3.6% to 95,623.12 pages for the first seven months of the year.

Among PIB-tracked magazines, 74 of the top 100 magazines, including seven of the top 10, recorded ad page declines for the first seven months.

Ad revenues rose 1.8% to $412.6 million, in July, led by a 38.9% increase to $76.2 million in automotive spending, the top category. But auto spending for the first seven months was off 7.3% to $491.4 million.

Cigarettes/tobacco continues to fall, seeing the biggest decline among all categories, with July revenues down 22.8% to $23.9 million. For the year, spending was down 26.6% to $178.6 million.

Magazines' July performance has publishers admitting there are too many titles and too few ad pages. They say they're bracing for a major shakeout and a slump that could last as long as two years.

McGraw-Hill's *Business Week* remained the ad page leader among PIB titles despite an 8.8% drop to 2,313.08 pages for the first seven months. Rival *Forbes* continued to close the gap with 2,083.87 ad pages, an 8.6% increase. *Forbes* remained one of only a handful of major magazines showing strong gains this year. *Fortune*, with 1,894.37 ad pages, was off 6.6%.

However, a number of secondary business titles posted impressive results. *Entrepreneur* carried 1,172.54 ad pages, up 8.4%. *Financial World* was up 36.9% to 603.65.

Hardest hit by the slump are major weeklies. Time Warner's *People*, *Time* and *Sports Illustrated* posted declines of 9.3%, 6% and 15.4%, respectively.

TV Guide's ad pages fell 11.5% to 1,596.72. *Newsweek* carried 1,196.09 ad pages, a 9.5% drop, while *U.S. News & World Report* was off 1.8% with 1,039.58 ad pages. *New York Magazine's* pages dropped 14.4% to 1,388.76.

The New Yorker, which had been strong since June 1989, saw pages fall 4.8% in July to 112.21. Ad pages for the first seven months totaled 1,155.2, a 3.5% gain.

Good Housekeeping was the only women's service magazine to report a cumulative increase for the first seven months. The Hearst Corp. title carried 942.64 pages, up 7%. *Family Circle*, last year's ad page leader among the Seven Sisters, saw pages fall 15% to 933.57.

Ladies' Home Journal was off 3.5% with 845.26 ad pages; *Woman's Day* fell 15.4% to 834.32; *Better Homes & Gardens'* pages totaled 724.63, down 12.4%; *Redbook* had 641.9 ad pages, down 1.9%; and *McCall's* carried 560.33 ad pages, a 12.9% drop.

Titles with strong performances for the first seven months included: *Texas Monthly* (768.35 ad pages, up 10.4%); *Popular Photography* (705.28 pages, up 24%); *Gourmet* (696 pages, up 6%); *Vanity Fair* (688.24 pages, up 1.1%); *Harper's Bazaar* (682.54 pages, up 1.5%); and *Conde Nast Traveler* (576.22 pages, up 16.1%).

Golf may be growing in popularity as a sport, but that hasn't helped the top golf magazines. *Golf Digest's* ad pages were off 2.6% to 848.18 pages, while *Golf Magazine's* pages sank 8.6% to 767.14. However, *Golf Illustrated's* pages rose 10.9% to 365.97.

Among Sunday magazines (tracked separately by PIB), *USA Weekend* closed in on category leader *Parade*, with 378.2 ad pages, a 7.4% jump. *Parade* was off 3.1% through July with 398.44 ad pages. □

Wayne Walley coordinates MediaWorks.

Magazine ad page leaders

Publishers Information Bureau figures January through July 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	2,313.08	(8.8)	129,056,935	(7.0)
2	Forbes	2,083.87	8.6	90,506,111	14.7
3	People	1,924.83	(9.3)	181,771,160	0.1
4	Fortune	1,894.37	(6.6)	90,652,261	(1.2)
5	Bride's	1,770.94	2.6	31,490,263	10.2
6	TV Guide	1,596.72	(11.5)	172,760,683	(3.5)
7	The Economist	1,535.19	16.6	13,318,051	32.5
8	Vogue	1,449.73	(10.0)	53,881,935	11.8
9	Time	1,419.25	(6.0)	195,109,788	(4.2)
10	Sports Illustrated	1,408.55	(15.4)	177,401,941	(4.9)
11	New York Magazine	1,388.76	(14.4)	22,288,120	(9.2)
12	Modern Bride	1,351.63	2.1	22,307,911	7.0
13	Cosmopolitan	1,212.20	(9.5)	72,847,046	1.3
14	Newsweek	1,196.09	(9.5)	133,067,197	(0.7)
15	Entrepreneur	1,172.54	8.4	11,219,626	35.6
16	The New Yorker	1,155.20	3.5	29,786,486	15.4
17	Elle	1,103.96	(0.2)	32,674,683	6.5
18	U.S. News & World Report	1,039.58	(1.8)	83,424,307	6.5
19	Rolling Stone	1,009.81	(5.6)	37,137,343	0.3
20	Glamour	1,004.93	(8.6)	51,170,969	(0.2)
21	American Way	989.70	(3.0)	13,342,845	19.2
22	Architectural Digest	976.53	(3.3)	26,045,331	3.5
23	Yachting	957.83	(1.1)	5,946,323	1.2
24	GQ	956.64	(12.0)	23,841,143	(2.8)
25	Good Housekeeping	942.64	7.0	88,991,523	15.9
26	Family Circle	933.57	(15.0)	76,252,887	(5.8)
27	Sunset	886.50	(5.4)	27,735,710	3.0
28	Skin Diver	869.53	3.7	8,193,522	10.1
29	Golf Digest	848.18	(2.6)	42,953,355	2.1
30	Ladies' Home Journal	845.26	(3.5)	60,462,888	6.9
31	Woman's Day	834.32	(15.4)	60,345,729	(15.4)
32	Mademoiselle	814.37	(11.0)	26,892,946	(0.7)
33	Town & Country	801.22	(1.1)	19,251,180	13.5
34	Parents	798.55	(4.8)	32,558,674	(1.2)
35	Travel & Leisure	790.16	(5.7)	32,404,616	12.8
36	Texas Monthly	768.35	10.4	8,637,011	11.8
37	Golf Magazine	767.14	(8.6)	25,235,673	10.6
38	Salt Water Sportsman	763.18	(20.6)	4,918,242	(14.6)
39	Southern Living	755.67	(6.0)	37,829,744	1.5
40	Muscle & Fitness	736.27	(21.0)	12,620,216	(8.7)
41	Better Homes & Gardens	724.63	(12.4)	80,897,986	(6.7)
42	Bicycling	721.11	(9.0)	10,087,644	7.1
43	Car & Driver	721.10	(6.8)	27,490,731	(11.8)
44	Self	712.80	(4.5)	27,495,498	19.3
45	W	708.81	(6.4)	16,331,358	6.2
46	Money	707.93	(0.4)	43,641,264	0.9
47	Popular Photography	705.28	24.0	16,995,382	38.9
48	Gourmet	696.00	6.0	18,624,484	16.8
49	Vanity Fair	688.24	1.1	24,391,843	23.7
50	Seventeen	687.37	(4.0)	20,798,168	(4.2)
51	Harper's Bazaar	682.54	1.5	18,476,559	10.3
52	Esquire	658.13	0.1	20,631,137	8.8
53	Redbook	641.90	(1.9)	40,084,156	(1.3)
54	Road & Track	639.18	(13.4)	18,886,412	(19.3)
55	San Francisco Focus	638.09	(7.1)	4,330,243	5.1
56	Metropolitan Home	633.98	(7.1)	20,090,703	2.9
57	Ebony	627.99	(9.6)	22,131,142	1.5
58	Country Living	618.03	(3.5)	24,899,933	(0.8)
59	Reader's Digest	615.66	(0.5)	65,161,865	3.8
60	Financial World	603.65	36.9	14,201,210	66.6
61	Jet	597.21	(11.0)	10,108,947	(2.6)
62	Inc.	592.75	(10.0)	24,390,269	(1.7)
63	Bon Appetit	586.41	2.9	17,727,437	5.5
64	Conde Nast Traveler	576.22	16.1	16,156,647	39.0
65	Four Wheeler	572.09	(2.2)	4,528,550	7.4
66	House & Garden	569.28	13.9	14,118,876	18.5
67	McCall's	560.33	(12.9)	40,889,698	(4.6)
68	Black Enterprise	550.75	(3.8)	7,355,291	5.8
69	Smithsonian	546.22	(2.9)	23,336,836	0.6
70	Mirabella	540.35	167.6	8,497,189	286.3
71	Working Woman	533.02	(11.9)	16,473,902	(4.5)
72	New Woman	521.59	(13.3)	12,795,501	(8.2)
73	Essence	506.74	(1.1)	12,679,103	12.7
74	Motor Trend	494.93	(19.6)	18,226,678	(8.7)
75	Delta Sky	493.58	(4.8)	12,181,125	(1.6)
76	Bass Master	490.42	(16.7)	9,713,815	(3.6)
77	Hot Rod	482.39	(27.0)	11,532,360	(21.3)
78	Field & Stream	480.53	(13.6)	19,877,507	(15.4)
79	Art & Antiques	476.23	10.3	2,740,064	20.3
80	Outdoor Life	466.58	(19.9)	13,986,918	(13.9)
81	Popular Mechanics	454.87	(20.9)	14,620,034	(19.7)
82	Popular Science	449.66	(29.0)	12,663,850	(26.9)
83	Entertainment Weekly	446.97	1,000.0	9,374,148	100.0
84	Southern Accents	438.59	9.9	4,384,570	19.0
85	Sports Afield	438.16	(5.5)	8,502,331	4.0
86	Premiere	437.48	6.8	7,785,112	30.2
87	Tennis	437.26	(7.0)	14,274,347	41.7
88	California	430.07	7.5	6,002,428	15.9
89	Yankee	424.01	2.4	5,008,694	8.9
90	House Beautiful	411.66	(8.8)	14,938,092	0.3
91	1,001 Home Ideas	411.31	0.4	11,617,002	11.8
92	Working Mother	408.97	(14.3)	9,460,007	0.8
93	US	407.00	(2.9)	11,897,324	(4.5)
94	Playboy	401.01	(9.7)	27,093,915	0.4
95	M	399.58	(7.5)	5,086,031	6.6
96	National Journal	398.83	(8.1)	2,701,280	(0.9)
97	Connoisseur	396.77	(20.3)	6,983,311	(10.4)
98	Life	396.43	(11.4)	27,480,538	(12.4)
99	Food & Wine	390.72	(5.7)	9,201,725	(1.4)
100	Home	385.20	(5.4)	10,779,204	0.3

Percent change compares January-July in 1990 with 1989. Source: Publishers Information Bureau

GIANT-STYLE "STRESS MANAGEMENT" WORKS for our million-plus prof'l./mgr'l. readers.

RODALE ACTIVE NETWORK

Backpacker. Bicycling. Men's Health. Runner's World.

Contact George Hirsch, Group Publisher (212) 573-0334.

Source: MRI Spring 1990. MEN'S HEALTH will be measured as part of the Network in Spring 1991.

CONSUMER MAGAZINE AD LINAGE

	July 1990	July 1989	Year-to-date 1990	Year-to-date 1989
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	168.2	174.4	1,061.3	1,122.1
Automobile Magazine	69.5	53.3	449.7	417.1
Car & Driver C.	101.8	95.0	721.1	773.5
Car Collector & Car Classics	11.7	14.8	107.0	116.6
Car Craft	73.2	80.8	494.3	549.7
Circle Track	68.8	78.8	591.1	616.1
Cycle	34.8	41.1	302.1	335.8
Cycle World	38.3	38.2	339.9	306.7
Dirt Rider	47.5	33.5	299.3	237.8
Dune Buggies & Hot VWs	77.7	70.3	492.9	479.6
Family Motor Coaching	165.0	166.5	1,169.1	1,287.4
4 Wheel & Off-Road	82.7	95.9	565.0	581.4
Four Wheeler C.	94.9	94.4	572.1	584.8
Hot Rod C.	65.6	88.4	482.4	660.7
Motorcyclist	46.0	39.8	319.6	322.4
Motor Trend C.	59.7	68.6	494.9	615.2
Motorhome	94.7	96.9	671.3	674.9
Rider	28.4	32.2	250.0	261.0
Road & Track C.	99.4	102.7	639.2	738.1
Trailblazer	38.0	51.0	309.0	401.0
Trailer Life	94.5	81.0	641.3	662.3
Total Group	**1,560.4**	**1,597.5**	**10,972.5**	**11,744.1**
% change	**-2.3%**		**-6.6%**	
■ Boating & yachting				
Boating	85.4	108.9	933.0	1,104.4
Chesapeake Bay	43.1	53.3	312.6	376.8
Cruising World	81.8	85.3	754.4	785.3
Lakeland Boating (11X)	60.5	66.5	581.0	658.6
Motor Boating & Sailing	85.7	111.9	902.3	1,098.7
Sail	81.3	80.1	776.3	793.3
Trailer Boats (11X)	39.6	50.5	481.6	547.7
Western Boatman	37.1	37.7	195.5	189.8
Yachting C.	103.4	117.0	957.8	968.4
Total Group	**617.9**	**711.1**	**5,894.6**	**6,523.0**
% change	**-13.1%**		**-9.6%**	
■ Civic/fraternal				
Elk (10X)	—	—	93.3	90.0
Kiwanis	—	—	101.5	96.7
Lion (10X)	9.5	6.2	33.7	35.1
Rotarian	11.4	8.0	109.2	82.6
V.F.W. (11X)	—	—	164.8	167.1
Total Group	**20.9**	**14.2**	**502.5**	**471.5**
% change	**47.2%**		**6.6%**	
■ General				
American Health (10X) C.	28.4	74.5	298.2	467.0
American Heritage (8X) C.	36.2	46.2	198.7	221.0
American Legion	29.7	22.8	196.8	221.8
American West (5X)	—	—	69.5	104.6
Art & Antiques (10X) C.	—	—	476.2	431.7
ARTnews (10X)	—	—	721.2	682.8
The Atlantic A. C.	41.4	28.0	366.8	342.7
Bon Appetit A. C.	71.3	79.2	586.4	569.7
Cable Guide C.	21.1	30.2	187.0	243.1
Caribbean Travel & Life (6X)	32.8	29.2	162.1	130.6
Changing Times C.	36.3	31.9	372.5	350.3
Conde Nast Traveler C.	39.2	35.0	576.2	496.4
Connoisseur C.	31.1	26.9	396.8	497.7
Consumers Digest (5X) C.	16.3	14.8	98.5	92.2
Cooking Light C.	52.9	46.3	237.3	199.9
Ebony C.	70.4	79.1	628.0	694.8
European Travel & Life (10X) C.	—	40.4	274.2	282.4
Food & Wine C.	41.3	42.0	390.7	414.5
Games (6X) C.	—	11.6	34.1	62.2
Golden Years (6X)	24.7	33.9	132.9	196.7
Gourmet C.	63.8	62.4	696.0	656.4
Harper's Magazine A. C.	35.0	27.2	218.3	213.5
Harrowsmith (6X)	42.4	43.8	196.6	218.0
Islands (6X)	56.5	50.8	243.0	247.7
Let's Live	44.0	40.0	342.0	315.0
Life C.	44.2	38.0	396.4	447.3
Longevity C.	40.0	21.7	241.2	124.8
Mature Outlook (6X) C.	27.5	33.0	140.6	143.3
Modern Maturity (6X) C.	—	—	109.7	114.1
Money C.	77.6	75.3	707.9	710.6
Mother Earth News (6X) C.	41.4	63.4	243.9	305.4
National Geographic C.	16.2	18.4	154.2	145.5
National Geographic Traveler (6X) C.	26.6	12.6	184.2	116.0
Natural History C.	27.2	24.2	289.1	287.6
New Choices C.	16.1	26.2	193.7	247.8
Prevention C.	26.9	39.9	334.7	367.2
Reader's Digest A. C.	54.6	69.1	615.7	618.8
Saturday Evening Post (9X) C.	36.6	38.6	183.5	217.1
Smithsonian C.	59.4	42.7	546.2	562.7
Town & Country C.	50.0	60.6	801.2	810.0
Travel-Holiday C.	21.3	22.0	263.7	261.0
Travel & Leisure C.	70.5	67.5	790.2	837.8
Travelhost	1,484.3	1,381.0	9,087.3	8,937.0
Vanity Fair C.	43.5	52.5	688.2	680.5
Yankee C.	46.5	40.1	424.0	414.2
Total Group	**3,025.2**	**3,022.7**	**24,495.7**	**24,701.3**
% change	**0.1%**		**-0.8%**	
■ Home				
Architectural Digest A. C.	99.5	101.8	976.5	1,009.7
Better Homes & Gardens C.	81.8	91.7	724.6	826.9
Colonial Homes (6X) C.	—	—	161.4	182.7
Columbus Monthly-Homes (4X)	31.7	35.6	88.9	96.5
Country Home (6X) C.	—	—	187.7	225.1
Country Living C.	65.3	65.5	618.0	640.7
Family Handyman (10X) A. C.	34.0	38.6	242.0	333.6
Florida Home & Garden	39.7	66.0	464.5	622.7
Flower & Garden (6X) C.	20.4	21.7	154.8	166.3
Home C.	43.4	49.7	385.2	407.1
Home Mechanix C.	40.0	36.9	339.5	342.4
Homeowner (10X) C.	22.8	—	165.9	186.7
Horticulture	35.2	27.2	323.2	287.6
House Beautiful C.	39.2	44.1	411.7	451.4
House & Garden C.	37.5	55.0	569.3	499.9
Metropolis	49.0	64.7	358.7	426.5
Metropolitan Home C.	49.7	66.1	634.0	682.2
Midwest Living C.	—	—	214.8	207.7
1,001 Home Ideas C.	54.7	62.3	411.3	409.6
Organic Gardening (9X) C.	35.5	35.0	265.8	302.6
Phoenix Home/Garden	40.5	54.7	445.2	481.1
Practical Home-owner (9X) C.	—	—	203.6	131.3
San Diego Home/Garden	55.7	58.4	504.3	514.1
Southern Accents (6X) C.	53.7	68.4	438.6	399.0
Southern Living C.	73.8	91.1	755.7	803.8
Sunset Magazine A. C.	111.2	93.7	886.5	936.8
Workbench (6X)	31.3	29.6	142.7	166.2
Total Group	**1,145.6**	**1,257.4**	**11,074.1**	**11,740.1**
% change	**-8.9%**		**-5.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	45.6	43.7	168.3	152.0
Air Group One:				
Delta Sky C.	55.2	59.9	493.6	518.5
TWA Ambassador B.	29.2	—	265.7	—
Alaska Airlines	68.0	59.8	514.9	428.9
America West Airlines	91.6	69.3	557.8	462.3
American Way (24X) C.	110.8	115.3	989.7	1,020.7
East/West Network:				
Continental Profiles	42.5	45.8	357.6	419.4
Eastern Review	29.7	55.3	221.1	380.5
Pan Am Clipper	34.8	62.3	322.6	352.3
Southwest Spirit	55.3	56.3	369.5	458.9
United Vis 'A Vis	58.8	77.1	476.5	597.1
Pace Communications:				
US Air Magazine	59.6	57.6	426.8	389.2
Spirit of Aloha	36.5	22.6	238.9	165.8
Total Group	**688.4**	**724.9**	**5,137.3**	**5,345.6**
% change	**-5.0%**		**-3.9%**	
■ Men's				
Esquire A. C.	57.6	55.7	658.1	657.8
Firehouse Magazine	58.9	33.3	271.0	252.9
Gentlemen's Quarterly A. C.	75.1	81.4	956.6	1,086.6
M Magazine C.	45.0	45.0	399.6	431.8
Men's Health (6X)	24.2	—	76.4	—
Muscle & Fitness C.	102.5	127.0	736.3	932.1
Penthouse A. C.	57.2	49.4	370.1	345.9
Playboy A. C.	51.3	68.3	401.0	444.2
Salute (10X)	52.0	28.5	289.3	213.5
Total Group	**523.8**	**488.6**	**4,158.4**	**4,364.8**
% change	**7.2%**		**-4.7%**	
■ Metropolitan				
Aloha (6X)	36.4	43.2	179.6	152.0
Atlanta	57.7	62.2	478.0	432.4
Baltimore	54.3	65.7	409.8	468.0
Boston	91.7	124.6	697.8	915.0
California C.	32.0	42.7	430.1	400.1
Chicago	62.2	66.1	606.9	733.9
Chicago's North Shore	83.4	89.6	621.4	691.5
Cincinnati	34.4	34.4	301.1	364.7
Cleveland	48.4	45.8	318.3	367.8
Columbus Monthly	78.6	82.3	428.5	474.9
Connecticut	65.7	69.1	595.7	690.5
D/Magazine	52.1	60.6	387.6	484.3
Detroit Monthly	32.4	33.5	375.4	380.8
Grand Rapids	52.7	55.7	235.8	279.2
Honolulu	36.6	40.7	343.8	337.3
Houston Metro. Mag.	75.3	45.9	440.3	418.8
Inside Chicago (8X)	23.2	23.2	110.8	146.0
Los Angeles	114.5	109.8	937.5	994.0
Louisiana Life (6X)	32.5	36.0	122.5	103.4
Madison	32.0	32.0	277.0	284.0
Memphis	45.0	44.0	356.2	424.0
Mid Atlantic Country	41.4	32.6	317.7	271.4
Milwaukee	41.5	38.0	379.8	345.8
Minneapolis/St. Paul	75.9	92.4	698.7	735.7
Minnesota Monthly Mag.	42.8	47.3	442.0	325.4
Nashville	15.4	10.5	94.1	162.7
New England Monthly	23.9	32.6	273.3	336.1
New Jersey Monthly	50.1	71.8	467.3	618.9
New Mexico	39.8	42.0	289.6	300.4
Ohio	38.0	31.0	368.5	350.7
Orlando	96.7	96.7	664.0	665.4
Pacific Northwest	47.8	42.2	338.9	328.8
Palm Beach Life	21.0	29.3	445.3	499.7
Palm Springs Life	55.5	64.9	805.0	815.5
Philadelphia	118.4	120.1	851.0	910.6
Phoenix	29.1	30.0	247.1	324.3
Pittsburgh	45.7	43.5	452.1	463.0
Rhode Island Monthly	75.0	54.9	409.5	389.9
Sacramento Magazine	65.6	71.6	407.7	377.4
St. Louis	44.6	51.7	367.5	373.3
San Diego	116.3	128.2	886.7	917.3
San Francisco Focus C.	65.0	73.5	638.1	686.7
Sarasota	68.0	66.0	592.0	600.0
South Florida Magazine	54.9	93.1	611.8	768.2
Texas Monthly C.	94.6	81.4	768.4	695.8
Ultra	105.0	34.0	408.2	285.2
Washington (10X)	36.2	58.0	211.2	291.0
Washington Dossier	22.3	27.8	264.4	239.1
The Washingtonian	99.4	115.7	886.0	1,098.4
Total Group	**2,771.0**	**2,867.7**	**22,250.0**	**23,718.7**
% change	**-4.0%**		**-6.2%**	
■ Music/entertainment				
Audio	63.2	74.4	577.1	636.4
Dance Magazine	36.0	39.6	395.3	367.2
Playbill	36.3	36.3	315.5	331.3
Video Magazine	63.0	60.5	452.5	394.8
Total Group	**200.5**	**210.8**	**1,740.4**	**1,748.7**
% change	**-4.9%**		**-0.5%**	
■ Outdoor & sport				
Alaska	31.1	30.4	282.1	279.0
The American Handgunner (6X)	56.0	52.0	228.0	207.0
American Hunter	21.7	16.7	122.8	118.3
American Rifleman	23.2	21.0	155.9	146.2
Backpacker (7X) C.	—	—	138.6	123.9
Bass Master (10X) A. C.	50.5	57.7	490.4	588.5
Bicycling (9X) C.	98.4	120.8	721.1	792.5
Cross Country Skier (5X)	—	—	73.6	70.5
Ducks Unlimited (6X)	25.9	32.3	103.1	106.0
Field & Stream C.	50.0	40.8	480.5	556.0
Fishing World (6X)	17.2	14.5	179.1	161.6
Florida Sportsman	98.1	106.6	925.3	952.8
Golf Digest C.	103.1	120.4	848.2	871.1
Golf Illustrated C.	66.2	46.6	366.0	329.9
Golf Magazine C.	74.4	65.6	767.1	839.6
Guns	37.0	39.0	277.0	251.0
Guns & Ammo	42.3	39.5	315.1	290.9
In-Fisherman (7X)	—	—	403.5	483.5
Outdoor Life C.	62.9	56.2	466.6	582.2
Outside Magazine	44.7	58.3	444.6	451.6
Petersen's Hunting	47.2	33.2	262.1	272.4
Runner's World (12X) C.	43.3	37.9	253.7	275.7
Salt Water Sportsman C.	104.4	115.1	763.2	961.0
Shooting Times	24.0	34.2	204.1	217.1
Sierra (6X)	35.7	32.9	131.8	177.1
Ski (8X) A. C.	—	—	292.8	336.4
Skiing (7X) A. C.	—	—	230.0	216.4
Skin Diver C.	142.7	133.0	869.5	838.3
Southern Outdoors (9X)	37.0	35.9	267.1	332.3
Sport Magazine C.	20.5	24.4	203.7	258.5
Sports Afield C.	54.2	42.7	438.2	463.7
Surfing	97.0	122.2	506.2	670.2
Tennis C.	69.9	73.3	437.3	470.2
Waterski (9X)	60.5	61.6	450.9	492.9
Western Outdoors (9X)	—	—	196.2	243.3
WindRider (8X)	64.7	53.8	381.4	271.8
World Tennis C.	46.1	48.6	261.5	344.6
Total Group	**1,749.7**	**1,766.9**	**13,938.1**	**15,044.0**
% change	**-1.0%**		**-7.4%**	
■ Photography				
American Photo (6X) C.	50.0	25.0	193.8	218.8
Petersen's Photographic	30.0	18.5	175.1	188.6
Popular Photography C.	106.9	83.7	705.3	568.7
Total Group	**186.9**	**127.2**	**1,074.2**	**976.0**
% change	**47.0%**		**10.1%**	
■ Science/electronic/mech				
Discover C.	23.1	42.5	238.0	284.4
Home Office Computing C.	39.2	29.2	324.8	315.9
Omni C.	34.7	41.3	343.8	401.4
Popular Mechanics C.	51.4	53.8	454.9	575.3
Popular Science C.	50.8	55.8	449.7	633.1
Scientific American C.	33.6	32.0	268.7	279.5
Spectrum C.	41.5	36.1	359.0	389.7
Total Group	**274.2**	**290.7**	**2,438.8**	**2,879.3**
% change	**-5.7%**		**-15.3%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	—	—	1,770.9	1,726.1
Cosmopolitan A. C.	115.7	150.3	1,212.2	1,340.0
Elle C.	84.5	68.3	1,104.0	1,106.4
Essence C.	54.9	55.6	506.7	512.4
Family Circle (17X) A. C.	91.9	105.9	933.6	1,098.3
Glamour C.	87.9	88.3	1,004.9	1,100.0
Good Housekeeping A. C.	112.0	103.1	942.6	881.3
Harper's Bazaar C.	35.1	39.3	682.5	672.7
Health C.	40.5	30.6	253.1	229.0
Imagen	78.4	69.1	670.3	607.1
Ladies' Home Journal C.	82.6	96.2	845.3	876.3
Lear's C.	33.2	41.0	357.0	359.6
Mademoiselle C.	64.3	96.3	814.4	915.5
McCall's C.	72.2	81.7	560.3	643.0
Military Lifestyle (10X)	133.9	55.4	614.2	351.1
Mirabella	29.2	80.3	540.4	201.9
Modern Bride (6X) C.	—	—	1,351.6	1,324.0
New Woman C.	67.7	67.1	521.6	601.3
Parents Magazine A. C.	78.0	108.6	798.6	838.8
Redbook C.	69.5	94.9	641.9	654.5
Savvy C.	29.8	28.8	229.3	318.0
Self C.	68.7	83.8	712.8	746.1
Seventeen C.	63.6	48.8	687.4	716.0
Shape C.	45.3	57.2	373.9	453.6
Soap Opera Digest (26X) C.	23.0	31.0	230.0	265.4
Soap Opera Update	15.5	5.0	79.5	66.8
Teen Magazine	37.2	30.5	313.5	294.1
True Story A. C.	49.8	55.2	373.5	367.2
Vogue C.	95.1	101.3	1,449.7	1,611.4
W Magazine (26X) C.	69.3	75.4	708.8	757.5
Weight Watchers C.	26.5	30.7	240.2	230.7
Woman (10X) C.	16.7	21.3	164.3	197.0
Woman's Day (15X) A. C.	84.9	106.4	834.3	985.7
Workbasket	—	—	134.1	145.2
Working Mother C.	46.6	49.9	409.0	477.0
Working Woman C.	60.3	67.5	533.0	605.2
Total Group	**2,063.9**	**2,224.7**	**23,999.5**	**24,276.0**
% change	**-7.2%**		**-2.8%**	
■ Youth				
Boys' Life C.	9.0	12.7	112.6	124.6
Campus Life (10X)	27.9	25.7	232.4	239.7
Total Group	**36.8**	**38.4**	**345.0**	**364.3**
% change	**-4.2%**		**-5.3%**	
■ Business/national				
Barron's	118.5	128.7	999.8	1,034.4
Black Enterprise C.	37.0	27.4	550.8	572.4
Business Month C.	28.7	26.3	244.3	225.7
Business Week (52X) A. C.	271.3	305.6	2,313.1	2,535.3
Entrepreneur C.	166.8	178.4	1,172.5	1,082.2
Financial World (26X) C.	67.0	40.1	803.7	440.8
Forbes (26X) C.	291.5	248.4	2,083.9	1,918.9
Fortune (26X) C.	347.3	388.8	1,894.4	2,028.6
Frequent Flyer	30.2	31.0	270.7	282.0
Futures	36.2	40.0	286.4	305.2
Inc. Magazine C.	72.5	81.0	592.8	658.5
Income Opportunities	72.2	86.4	456.7	502.6
Industry Week (23X) A.	99.2	98.6	631.1	645.1
Nation's Business (12X) A. C.	15.5	24.6	173.8	252.8
Total Group	**1,643.7**	**1,705.3**	**12,273.7**	**12,484.6**
% change	**-3.6%**		**-1.7%**	
■ Business/regional				
Advantage-Nashville's Bus. Monthly	27.1	29.5	161.8	230.3
Arizona Business Gazette	44.0	43.0	315.0	410.0
Bus. First of Buffalo	74.6	92.6	507.7	549.1
Bus. Jrnl.-Milwaukee	122.5	139.8	1,010.0	1,027.0
Bus. Jrnl.-Sacramento	108.1	104.8	615.7	579.2
Bus. North Carolina	31.8	38.0	282.2	306.5
Capital Dist. Bus. Review (52X)	67.4	51.0	484.0	492.8
Caribbean Business	83.8	108.7	807.4	860.2
Corporate Report Minnesota	44.4	58.0	317.0	395.3
Crain's Chicago Bus. (52X)	128.2	134.7	968.7	961.4
Crain's Cleveland Bus. (52X)	89.6	85.8	540.2	544.6
Crain's Detroit Bus. (52X)	84.8	92.0	615.4	546.5
Crain's New York Bus. (52X)	45.0	54.0	457.0	380.0
Florida Trend (13X)	41.9	38.6	331.0	405.4
Georgia Trend	40.2	55.0	307.1	328.6
Grand Rapids Bus. Jrnl.	51.6	47.5	381.7	312.3
Hawaii Business	37.8	38.8	332.5	300.8
Houston Bus. Jrnl. (52X)	86.2	79.0	461.7	510.0
Indianapolis Business Journal (52X)	198.7	199.3	1,055.4	1,096.0
Manhattan Inc. C.	26.2	26.7	279.4	309.8
New England Bus. (12X) A.	19.0	25.3	216.2	278.7
New Orleans City Bus.	97.4	57.1	391.9	299.0
Pacific Bus. News (52X)	114.4	95.8	725.8	703.7
Philadelphia Business Journal	91.4	138.6	820.1	1,005.4
Pittsburgh Business Times (52X)	93.6	88.5	658.4	789.9
Providence Business News	75.6	84.5	502.0	636.9
Regardie's/Washington	128.0	166.0	938.0	1,103.0
St. Louis Bus. Jrnl. (52X)	98.0	91.9	736.7	721.4
Warfield's Monthly Baltimore	51.5	37.0	413.3	418.7
Total Group	**2,202.8**	**2,301.5**	**15,633.4**	**16,502.5**
% change	**-4.3%**		**-5.3%**	
■ National Sunday mags				
Parade (52X) C.	58.5	54.6	398.4	411.3
USA Weekend (52X) C.	56.8	48.6	378.2	352.3
Vista Magazine (52X)	22.2	16.3	130.9	136.5
Total Group	**137.5**	**119.5**	**907.6**	**900.1**
% change	**15.1%**		**0.8%**	
■ Newspaper Sunday magazine				
Boston Globe	119.5	169.1	1,126.3	1,373.8
Chicago Tribune	93.1	77.1	837.4	735.8
Cleveland Plain Dealer	41.8	44.3	391.4	443.4
The Dallas Morning News	43.0	55.3	339.2	457.2
Detroit Free Press	48.0	32.0	357.0	304.0
L.A. Times C.	41.6	66.2	533.1	699.1
Louisville Courier-Jrnl.	24.0	24.0	170.0	203.0
New York Times Mag. C.	115.0	161.3	1,986.6	2,072.2
Philadelphia Inquirer	68.4	61.3	630.0	599.8
Seattle Times	75.0	54.0	536.0	445.0
St. Louis Post Dispatch	61.8	56.6	518.7	539.0
Toledo Blade Magazine	45.7	29.8	246.6	220.4
Washington Post	76.3	85.3	726.2	899.9
Total Group	**853.2**	**916.3**	**8,398.5**	**8,992.6**
% change	**-6.9%**		**-6.6%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	139.4	130.0	932.3	1,020.1
Army Times Military Group:				
Air Force Times (52X)	153.0	153.8	1,047.4	1,099.5
Army Times (52X)	156.4	155.5	1,045.6	1,061.4
Navy Times (52X)	163.3	178.3	1,101.0	1,213.3
Capper's (26X)	30.9	17.9	210.7	216.8
Commonweal (22X)	2.5	2.3	62.5	50.8
Golf World (40X)	88.9	104.2	985.8	856.1
Grit (52X) A.	36.0	32.3	262.4	241.0
National Journal (50X) C.	44.0	53.3	398.8	434.0
National Review (25X)	19.3	17.9	180.7	176.5
New Republic (48X)	34.5	31.5	272.2	290.6
New York Mag. (50X) C.	170.1	210.0	1,388.8	1,622.5
New Yorker C.	112.2	117.9	1,155.2	1,116.1
Newsweek (52X) A. C.	125.0	146.3	1,196.1	1,322.2
People (51X) C.	227.9	242.3	1,924.8	2,122.0
Rolling Stone (25X) C.	86.2	110.4	1,009.8	1,069.4
Sporting News (52X) C.	40.5	57.6	295.9	351.5
Sports Illustrated (52X) A. C.	165.8	175.6	1,408.6	1,664.5
Time (52X) A. C.	170.5	160.2	1,419.3	1,509.9
TV Guide (52X) A. C.	156.6	197.1	1,596.7	1,803.6
US Magazine (26X) C.	41.9	43.9	407.0	418.9
U.S. News & World Report (50X) A. C.	148.4	133.7	1,039.6	1,058.6
Total Group	**2,313.2**	**2,471.9**	**19,341.2**	**20,719.1**
% change	**-6.4%**		**-6.7%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. Ad Age makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welsh.

Pepsi sips recall win

By Kate Fitzgerald

Pepsi-Cola was the choice of a new generation last month.

And, after months of close competition between the top two cola brands for first place, Coca-Cola dropped to third in *Advertising Age's* monthly adWatch survey of best-recalled advertising.

It was the first time since January that Coca-Cola's advertising wasn't in the first or second slot in the survey.

As in past monthly surveys, Pepsi's popularity among women was apparent, while Coca-Cola was slightly more popular among men. For instance, of people for whom Pepsi came to mind first, 57% were women and 43% were men. Of those who mentioned Coca-Cola first, 53% were men and 47% were women.

GALLUP SURVEY

Chevrolet placed second, up from fourth in June, and Ford slipped to fourth after finishing third for five straight months.

Nike jumped five notches to a fifth-place tie, proving Bo Jackson knows how to make people think of the brand. The athletic footwear marketer tied with McDonald's Corp.

Anheuser-Busch's Budweiser held steady in eighth place, placing behind grocery store ads in general.

General awareness of automobile advertising was high in last month's survey, even before the outbreak of tensions in the Persian Gulf and the resulting fears about oil supplies and prices.

As a category, car ads ranked ninth in consumer awareness, and Toyota scored 10th.

In aided awareness for the **soft-drink** category, gender differences in perception of various brands continued the pattern set in the overall adWatch numbers.

Pepsi was on top with 40% of aided awareness. Of people for whom Pepsi came to mind first, 52% were women and 48% were men. Coca-Cola was in second place with 35% awareness; 52% of people for whom Coca-Cola first came to mind were men, and 48% were women.

Diet Coke was third, followed by Diet Pepsi and 7UP.

In the **pet-food** category, Alpo Petfoods' Alpo was first, followed by Ralston Purina Co.'s Purina, Carnation Co.'s Friskies and Quaker Oats Co.'s Kibbles 'n Bits. Purina Puppy Chow was fifth, finishing that high for the first time in several months.

AdWatch is a joint project of *Ad Age* and the Gallup Organization. Advertising awareness is measured by asking a nationally projectable sample to name the first advertising that comes to mind from all seen, heard or read in the previous 30 days.

Last month, 1,000 adults were polled by phone. The margin of error is plus or minus 3.1%. □

AdWatch survey of advertising awareness Top 10 for July

In July, 1,000 people were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertising first comes to mind? Source: Gallup Organization

Rank 7/90	Rank 6/90	Advertiser	Agency
1	2	Pepsi-Cola	BBDO Worldwide
2	4*	Chevrolet	Lintas:Campbell-Ewald
3	1	Coca-Cola	McCann-Erickson Worldwide
4	3	Ford	J. Walter Thompson USA
5*	4*	McDonald's	Leo Burnett USA
5*	10*	Nike	Wieden & Kennedy
7	7*	Grocery stores (gen)	Various
8	7*	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles
9	—	Automobiles (gen)	Various
10	—	Toyota	Saatchi & Saatchi DFS/Pacific

*Indicates tie.

P&G tests entry in spray cleaners

By Laurie Freeman

Procter & Gamble Co., the household cleaners leader, hopes to broaden its position with a new combination glass/all-purpose cleaner called Cinch.

Cinch was introduced into Arizona test markets this month. The product is billed as being "from the makers of Spic & Span."

TV spots breaking next month via Jordan, McGrath, Case & Taylor, New York, are themed "Don't clean it twice. Cinch it once."

This isn't P&G's first entry in the spray segment of the $693 million all-purpose cleaner category. Cinch was the name of an all-purpose spray test-marketed in the late 1960s, and in 1988 P&G tested spray versions of Mr. Clean, Spic & Span and Top Job.

This time, P&G is also aiming at the $202 million window cleaner category. Company spokeswoman Jennifer Bailey said Cinch delivers the "filming and streaking control of a glass cleaner" and the "grease-cutting efficiency of an all-purpose spray."

Grocery industry sources say P&G has nearly a 20% share in all-purpose cleaners with Mr. Clean, Spic & Span and Top Job. But Clorox Co.'s Pine-Sol is the top brand with a 10.8% share.

This is P&G's first venture into window cleaners, paced by Drackett Co.'s Windex, the leader with a 40.6% share, and Dow-Brands' Glass Plus, second with a 14.4% share.

Separately, P&G is testing Cascade Gel, a new version of Cascade automatic dishwashing liquid. The product is in Minnesota, North and South Dakota, Iowa, Nebraska, Kansas, Missouri, Oklahoma and Arizona. TV spots support, via Saatchi & Saatchi Advertising, New York.

The gel formula offers "the same benefits as a liquid but avoids the [ingredient] separation problems" liquid dishwashing detergents sometimes have, Ms. Bailey said.

P&G is already the leader in the $500 million automatic dishwashing detergent category, with a 55% share for Cascade in powder and liquid formulations. □

Pepsi rebuffs Coke at NAD

By Janice Kelly

NEW YORK—Diet Pepsi has notched a victory over Diet Coke in a postscript to one of the cola wars' major ad battles of the year.

Coca-Cola Co. complained to the Council of Better Business Bureaus' National Advertising Division that the "Billy Crystal" and "Ray Charles" TV spots for Diet Pepsi continued to use unsubstantiated taste preference claims.

The complaint came after Pepsi modified the spots last spring following a February complaint to NAD by Coca-Cola. BBDO Worldwide created the spots.

This time around, Coca-Cola argued statements that "Diet Pepsi is better-tasting than Diet Coke" and "Diet Pepsi beats Diet Coke" amounted to a revival of the disputed taste test claims.

When NAD first reviewed Coca-Cola's challenge in April, Pepsi elected not to submit substantiation because it said the claim, "Diet Pepsi—the taste that beats Diet Coke," had been discontinued.

After reviewing Coca-Cola's taste test data and consumer perception studies related to the original and modified ads, NAD ruled the modified spots "contained no unsubstantiated implied claim."

NAD, the self-regulatory unit of the ad industry, reviewed 11 cases in June/July. Seven were closed when claims were modified or discontinued; four were settled when the claims were substantiated.

Claims modified or dropped:

Lewis Galoob Inc. (Micro Machines Highway Warriors, City Scenes toy cars; Towne, Silverstein, Rotter): NAD's Children's Advertising Review Unit questioned TV spots showing the toys moving unaided. CARU felt the visuals "overglamorized the play value" of the toys and inadequately depicted "hands-on" play.

Galoob said the Highway Warriors spot has been discontinued and the City Scenes commercial has been revised according to CARU guidelines.

Nestle Enterprises/Stouffer Foods Corp. (frozen pizza; Della Femina, McNamee, Pittsburgh): McCain Foods challenged Nestle TV spots claiming, "National taste tests prove that Stouffer's makes the best-tasting frozen pizza."

Stouffer submitted taste test results and said that in six geographically dispersed locations, Stouffer's frozen pizzas were preferred. Stouffer's Deluxe varieties and square pizzas weren't included.

NAD ruled the superiority claim was stated in universal terms but the testing was limited. Stouffer agreed to modify the ads.

General Mills (Apple Cinnamon Cheerios; Saatchi & Saatchi Advertising): Responding to a complaint by the Department of Telecommunications at Indiana University, CARU hit a TV spot that aired during kids' programming hours. The commercial didn't include a complete breakfast diet disclosure.

General Mills said the spot, since discontinued, was adult-directed and had inadvertently aired during children's viewing time.

Kop-Coat Inc. (Wolman RainCoat water repellent; in-house): Sterling Drug, on behalf of its Thompson & Formby subsidiary, challenged Kop-Coat's claim, "America's favorite . . . outperforms all-purpose sealers on decks. . . . The only way to be sure that your deck will have a beautiful life."

After examining Kop-Coat's test data, NAD ruled the claims couldn't be substantiated. Kop-Coat agreed to modify the three claims.

Goodyear Tire & Rubber Co. (tires; J. Walter Thompson USA, Detroit): Michelin Tire Corp. challenged four Goodyear TV spots showing drivers executing accident-avoidance maneuvers in wet weather, with the claims: "One day it could all come down to a few inches. . . . It's good to know you have Goodyear. . . . That's why we say, the best tires in the world have Goodyear written all over them." In addition, the Better Business Bureau of Winston-Salem, N.C., brought to NAD's attention a newspaper ad headlined "The best tires in the world have Goodyear written all over them."

NAD agreed that "best in the world" TV claims weren't substantiated and recommended modification. But NAD ruled the print ad was substantiated because it was presented without reference to specific performance characteristics. Goodyear agreed to modify the commercials.

Sugar Foods Corp. (Sweet 'N Low; The Food Group): NutraSweet Co. challenged a foodservice magazine ad claiming, "30 million people prefer Sweet 'N Low. That's 40% more than Equal. . . . And that's why 86% of all foodservice operators choose [Sweet 'N Low] as their primary sugar substitute." NutraSweet said Sugar Foods based a taste preference claim solely on market share data. NAD concluded that market share data weren't directly relevant and recommended the claim be modified or discontinued. Sugar Foods said the campaign had run its course.

Carnation Co. (Follow-Up formula; Ogilvy & Mather, McCann Direct): Bristol-Myers Squibb Co. challenged magazine and direct mail ads claiming, "If your 6- or 12-month-old baby is still drinking formula, try Carnation Follow-up formula. It means extra nutritional assurance for your baby." Bristol-Myers questioned Carnation's nutritional superiority claim, and Carnation agreed to avoid these claims in the future.

Claims substantiated:

American Cyanamid Co./Lederle Laboratories Division (Centrum Multivitamin/Multimineral Formula; Carrafiello-Diehl & Associates, Irvington, N.Y.): The company substantiated TV and newspaper ads claiming, "More complete than any leading brand."

H.J. Heinz Co./Weight Watchers International (frozen entrees; DDB Needham Worldwide): After examining a challenge by ConAgra Frozen Foods, NAD held that Weight Watchers' claim, "You'll never find butter, tropical oils, chicken fat or added cream in any of our frozen entrees," was substantiated.

Chrysler Corp. (Chrysler New Yorker Fifth Avenue Lease; Bozell, Birmingham, Mich.): Challenged by the Nashville, Tenn., Better Business Bureau for advertising a price of "$339* a month for the luxury car lease without the luxury car price," where the asterisk referred to a monthly payment following a $4,594.60 down payment, Chrysler was able to substantiate the asterisked price. □

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Outdoor ads move

(Continued from Page 3)
advertising companies—Gannett Outdoor, Patrick Media Group and Lamar Advertising—said they will move some 2,000-plus tobacco- or alcohol-related ads *(see chart on Page 3)* and put decals on some 9,200 structures.

Together, the three companies represent nearly 20% of the nation's 500,000 boards.

"Every board that has tobacco or liquor ads within the 500-foot rule will be moved by Sept. 1," said John Hope, senior VP-public affairs at Gannett Outdoor.

Gannett, which has 30,000 boards in 14 major markets, said it has identified "close to 3,000 [boards] that will require the decal." More than 1,000 of those feature tobacco or liquor ads that have been or will be moved, he said.

Gannett will also move some 800 tobacco or alcohol ads on bus shelters in New York.

Patrick, which operates 41,000 boards, said by mid-September it plans to have relocated more than 1,000 tobacco- or alcohol-related ads. More than 4,000 of its boards will feature the decal.

Lamar said about 2,000 of its boards will soon feature the decal, but Tommy Teepell, VP-marketing, said the company has pinpointed only 50 to 100 tobacco- or alcohol-related ads that need to be moved.

Lamar, with 25,000 boards in more than 30 markets, operates largely in more rural areas.

Whiteco Outdoor and Penn Advertising also said they're abiding by the industry policy but Whiteco won't use the decals. Whiteco's boards are primarily on highways, and it will instead identify boards within the 500-feet range by computer.

The industry has been bracing for financial losses due to the new restrictions. But outdoor companies said they haven't been hurt yet financially by the relocation, and they're quickly replacing vacancies.

Mr. Hope said Gannett hasn't lost any tobacco or liquor business as a result of the relocation process.

"Those locations the tobacco people are willingly giving up are excellent advertising locations," said Lamar's Mr. Teepell. "The tobacco [marketers] are giving other advertisers the front row."

Patrick, which has added playgrounds to the list of off-limits areas, said it's been fielding phone calls from marketers that are looking to snap up the vacancies.

"We're getting calls from toy and cereal [marketers] and those types of companies that advertise on Saturday morning cartoon shows that are interested in those locations," said Mary Ellen Coleman, director of public relations.

Some outdoor companies believe the new policy will give the industry a needed image boost.

"The whole landscape of outdoor advertising will change," said one outdoor executive who asked not to be named. "Once a tobacco or liquor ad comes down today, they will never go up on those [particular] boards again. I don't see that changing . . . ever." □

Lever's Webb

(Continued from Page 3)
environment became such a priority?

Mr. Webb: Yes. We're using the environmental advantages we can lay our hands on.

AA: *What is Lever parent Unilever's environmental advantage? Is Unilever a step ahead of other companies in this area?*

Mr. Webb: That's very difficult for me to say because I don't know what the other companies are thinking and doing precisely. On environmental issues, there's a lot of collaboration within the industry. . . .

I don't think within the detergent industry you're getting claims of superiority—"I'm greener than the next chap"—because I don't think in the long run that's in the interests of the consumer.

The consumer is not in a position to judge whether one product is more environmental than another. They can judge whether their clothes are washed better or whether their clothes are softer. . . .

We're talking about an area where the responsibility is very much on the market leaders—ourselves, Procter & Gamble, Colgate-Palmolive. I think the leaders have the means to make changes that really have impact, like using recycled plastic to make new bottles.

AA: *How much do consumers understand about environmental issues? How much responsibility do companies have to educate them?*

Mr. Webb: First of all, you have a high level of concern. If you use classic market research techniques, you get back very high levels of [consumer concern]. But there is also considerable confusion. . . .

If you take a narrow view of a particular material and say that is biodegradable or can be recycled, you ignore how much energy is consumed in actually manufacturing that product compared with other materials. Paper, wood and that sort of thing, you're cutting down rain forests.

It would be arrogant of anybody to assume they have total answers to these problems. But what you can see are solvable bits of these problems.

AA: *Is that why there's hesitation on the part of Lever and other companies to come out with ad campaigns that say these products are environmentally friendly?*

Mr. Webb: I can't talk about other companies, I can only guess. My view is the reason is deeper than that. I believe people should be free to choose a product or a container because it does the job they want it to do and because they like the way in which it's presented. . . .

I am not primarily concerned in driving them toward trying to choose a product because it's more environmentally friendly than another product. . . . I want to stay with selling my products for what they do—like cleaning clothes, like providing softness.

"Society is saying, 'No, no, no. You chaps have got to score a bit better [on the environment].' "

When it comes to environmental issues, that's part of the things we have to do which have to match up to society's requirements. . . . Society is saying, "No, no, no. You chaps have got to score a bit better [on the environment]."

That's different from rushing out there saying, "Our Wisk is better for what it does for the environment."

What I am ready to say is yes, you can rest assured that Wisk and Snuggle and all the other brands are doing their bit to help. A consumer shouldn't feel guilty about enjoying, liking a product. I expect that our competitors are aiming to achieve the same benchmark. . . . But that's different from saying, "Please buy this because it is environmentally friendly."

AA: *Where do your ad agencies fit into this?*

Mr. Webb: We use our advertising agencies to play an important role, like our trade advertising on the environment. If we come to give that same environmental message to consumers, we'll need our agencies to get that message across.

I expect from my agencies an awareness of what is going on so they can begin to suggest things that would help the environment and convince the consumer.

The environment will come up in the setting they will choose in slice-of-life advertising situations. I want them to think in terms of a consumer who's environmentally conscious.

AA: *How are you working with retailers to get the word out on Lever's environmental initiatives?*

Mr. Webb: The trade is very conscious that the consumer is asking questions about [the environment]. We're making sure our information is available to them.

AA: *Is providing information through a "green" seal of approval the best way for retailers to pass along information to consumers?*

Mr. Webb: The proliferation of . . . things where you get a brownie point, like the Green Seal—the trouble with that is you're in danger of setting up another authority in a semigovernmental role, which actually isn't answerable to anybody. One begins to have anxiety about how [seal programs] can get all the knowledge and information. It's difficult enough for us in our own industry to find the answers.

AA: *Do you expect the U.S. government at some point to step in and regulate environmental claims?*

Mr. Webb: I think the federal authorities are being sensibly cautious about this. It's fine to say, "Yes, regulate"; I just don't think you can easily regulate.

My own hope is that self-regulation by responsible industry will set the pattern. If Connecticut passes one rule, New Jersey passes another, New York yet another—how on earth can a plant located in Minneapolis begin to serve economically?

I do expect there to be some more legislation. . . . What I am encouraged by is a cautious approach from the [Environmental Protection Agency]. . . . I think the sort of things that [the Coalition of Northeast Governors], with governors and states working together to come to some sort of coherent framework, is a model that can be followed. □

FOR THE RECORD

ROYAL CARIBBEAN Cruise Lines, Miami, named finalists in its $35 million to $37 million account review. They are incumbent Chiat/Day/Mojo; Geer, DuBois; and Rosenfeld, Sirowitz, Humphrey & Strauss, all New York, and the Martin Agency, Richmond, Va. Royal denied rumors that McKinney & Silver, Raleigh, N.C., the cruise line's former agency, is also being considered.

SQUARE D CO., Palatine, Ill., tapped **Creswell, Munsell, Fultz & Zirbel**, Cedar Rapids, Iowa, for the building materials and electronics marketer's consolidated $30 million worldwide account, some parts of which will be handled by other units of Creswell's parent, Young & Rubicam, New York. Advertising had been at Creswell Munsell and eight other shops.

U.S. DEPARTMENT of Justice will drop its antitrust suit against Procter & Gamble Co. and Rhone-Poulenc Rorer after the companies decided not to jointly develop and market prescription and over-the-counter pharmaceutical products. The department's suit filed in U.S. District Court in Philadelphia challenged the arrangement by which P&G would market and distribute Rorer's Maalox OTC stomach remedy and other products.

SEAGRAM BEVERAGE CO., New York, named **DDB Needham Worldwide** to handle its Soho Natural Soda account, recently inactive. Chiat/Day/Mojo previously handled. As a result, **Pepsi-Cola Co.**, Somers, N.Y., moved its H2Oh! flavored sparkling water account to **BBDO Worldwide**, New York, Pepsi's flagship shop, from sister Omnicom Group agency DDB Needham.

KOREY, KAY & PARTNERS, New York, formed an executive board following the recent death of co-founder Lois Korey. Board members include Steven R. Fajen, 35, exec VP-director of media and marketing services; Milda Misevicius, 35, exec VP-director of business development; Neil R. Leinwohl, 44, senior VP-creative director; Joe Palladino, 51, senior VP-account director; Michael F. Glavin, 34, senior VP-account director; and David S. Harris, 32, senior VP-director of finance. Mr. Leinwohl was promoted from VP-associate creative director, Mr. Glavin was promoted from VP-account director and Mr. Harris was promoted from VP-director of finance. All are new posts.

CHEMICAL MANUFACTURERS Association, Washington, named **Chiat/Day/Mojo**, New York, to succeed R.T. Blass, Old Chatham, N.Y. The association is expected to spend $50 million on advertising in the next five years. Separately, Merry Cutler, VP and co-director of account planning, left Chiat after a recent round of layoffs.

SPORTS ILLUSTRATED, New York, next year will launch a spinoff titled *Sports Illustrated Classic*, with issues in March, June and October. The sports nostalgia title will be distributed to *SI's* 3.2 million subscribers and on newsstands nationwide. A b&w page is $84,245, and a color page is $130,205. *SI* is guaranteeing newsstand sales of at least 150,000 copies per issue.

OUTDOOR BOARDS on moving trucks are subject to regulation by the Massachusetts Outdoor Advertising Board, a Suffolk County Superior Court judge in Boston found. Moving Advertising Promotions, Stamford, Conn., was ordered to stop driving its truck-mounted boards in view of public highways. Moving Advertising had contended its truck required no special licensing and was unavailable for comment on the ruling.

MINNESOTA DEPARTMENT of Revenue withdrew proposed sales tax guidelines expanding the state's 6% sales tax to agency collateral services. Industry sources warn the guidelines may be resurrected after Minnesota's Sept. 11 primary, and say the threat of a 1991 effort to tax all agency services remains.

NEW CAMPAIGNS: U.S. Shoe Corp. next month starts a multimillion-dollar print campaign for its Easy Spirit Shockblockers aerobic shoe line. Advertising to Women, New York, is the agency. . . . **Public Broadcasting Service** next month breaks a $2 million network and cable TV campaign, PBS' first national advertising effort to promote its fall program lineup. Young & Rubicam, New York, handles.

ACCOUNT ACTION: New Line Cinema, Beverly Hills, Calif., indefinitely postponed the review for its estimated $25 million media buying account, now at Independent Media Service, New York. . . . **Marion Merrell Dow**, Kansas City, Mo., to **Lewis & Gace**, Fort Lee, N.J., first agency for Nicoderm smoking-cessation nicotine patch, still in clinical trials.

WORTH NOTING: Nabisco Brands has begun rolling out Mini Chips Ahoy with a $3 million TV campaign featuring Atlanta Hawks basketball player Spud Webb. FCB/Leber Katz Partners, New York, handles. . . . **SportsSouth**, a regional cable TV network, is set to launch Aug. 29 with 1.2 million subscribers and "a handful of advertisers," including Long John Silver's, said VP-General Manager Blair Schmidt-Fellner. . . . **DDB Needham Worldwide**, New York, is buying an 80% stake in Opus, Budapest, and will rename the shop DDB Needham Hungary. . . . The number of **U.S. TV households** is estimated at 93.1 million, up 1.1% from a year ago, Nielsen Media Research reported. . . . **McCann-Erickson Worldwide**, New York, bought **Rosenberg & Co.**, Stockholm, for an estimated $17.5 million to $25.5 million.